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THE NATIONAL NEWSPAPER OF MARKETING

Research Can't Tell Effectiveness of Ads: Bonomo

Yuban Coffee Bow Was Better When Less Costly, GF Exec Tells Marketers

NEW YORK, Dec. 1—In introducing Yuban instant coffee, General Foods picked out two similar test markets and spent twice as much money in one as in the other.

Result: After six months Yuban business was "twice as good" in the market where *less* money had been spent.

Vic Bonomo, Yuban product manager, related this hair-raising tale today to show how little help management gets from research in the advertising area.

Mr. Bonomo told a crowded luncheon meeting of the American Marketing Assn. that "in the critical area of advertising effectiveness, research has done virtually nothing to aid judgment."

He asserted that researchers are unable to tell management which copy appeal is right, which medium to use or how much to spend on advertising.

■ Mr. Bonomo reported that Yuban coffee has been a success but he said there is no way of knowing if it is realizing its full potential. "We are blessed with a superb product," he said, "and perhaps its success is in spite of advertising that could, in fact, be mediocre."

He noted that Yuban is putting "well over half" of its budget into nighttime television, and he added:

"As with copy, we assume that

(Continued on Page 12)

Magazines Serve 'Realistic' Folk, Seminar Is Told

TV Audience 'Escapist,' Attitude Study Reported to MAB-ANA-4A's Says

NEW YORK, Dec. 1—Magazine men attending a day-long creative seminar here today got an advance peek at a new magazine psychological study, took a longer look at another study on the respective strengths and weaknesses of magazines and television, and heard a string of success stories from advertisers and their agencies.

The seminar, entitled "How to use magazines creatively for greater sales," was sponsored by the Magazine Advertising Bureau of the Magazine Publishers Assn. in cooperation with the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

■ The major feature of the afternoon program was a discussion of the Magazine Advertising Bureau's new attitudinal study of magazines.

(Continued on Page 98)

Harding Little Nelson

IDLE MOMENT—*Talking over points brought up at the East Central region meeting of the American Assn. of Advertising Agencies in Detroit between sessions were Harry Harding, exec vp of Young & Rubicam, and chairman of the board of the Four A's; H. G. (Ted) Little, chairman, and Lawrence R. Nelson, senior vp, Campbell-Ewald Co.*

Entire Automatic Canteen Account Goes to Buchen

CHICAGO, Nov. 30—Automatic Canteen Co. of America, titan in the vending field, after reviewing presentations from 10 agencies has awarded its advertising account to Buchen Co. The move consolidates in one agency advertising for Canteen and all its subsidiaries.

Actually, Canteen has been inactive as an advertiser, naming Campbell-Mithun its first agency in 1957; however, its subsidiaries have been spending more than $400,000 yearly. The entire account probably will bill between $600,000 and $700,000.

The three manufacturing subsidiaries are Automatic Music Inc., Grand Rapids, juke box manufacturer; Rowe Mfg. Co., New York, vending machine manufacturer; and ABT Mfg. Co., vending machine manufacturer which has developed a new electronic coin and bill changer. ABT was acquired earlier this year. Automatic Music formerly was handled by Wallace-Blakeslee, Grand Rapids; Rowe by Ben Smith Advertising, New York; and ABT by E. R. Hollingsworth & Associates, Rockford.

■ Automatic Canteen also earlier this year acquired Nationwide Food Service, food catering company; Commercial Discount Corp., commercial financing company, and Hubschman Factors Corp., New York, another finance company.

Automatic Canteen began reviewing its ad program in July after William E. Fitzgerald was named the company's first corporate advertising director (AA, July 25). He had been with Automatic Music previously.

At Buchen, Phil White and Jack W. Eigel, vps, will be account supervisor and account executive, respectively. #

Docs May Get Dues Hike so AMA Can Cut Reliance on Ads

WASHINGTON, Dec. 2—The American Medical Assn. is pressing for a $1,500,000 to $3,500,000 hike in dues so it won't have to rely on advertising revenue to supply the major chunk of its annual income.

The proposal was one of 30 presented to delegates at the four-day AMA clinical meeting here. One of the most important regulations approved by the 5,000 doctors was a plan to set up voluntary health insurance encompassing all elements of the medical insurance world.

AMA officials declared that a dues increase would be a more dependable income source than advertising. It was pointed out that some $9,000,000 of the AMA's $16,500,000 annual budget comes from pharmaceutical advertising in AMA publications.

(Continued on Page 97)

Harding Hits Martineau Slur at 15% System

Four A's Chairman Says 'Competent' Agency Puts Client's Interest First

(For other news and pictures of the East Central Four A's meeting, see Pages 3 and 10.)

DETROIT, Nov. 30—The board chairman of the American Assn. of Advertising Agencies today took an oblique swipe at the much-talked-of Shell Oil-Ogilvy fee setup.

Addressing the annual East Central region Four A's meeting, Harry Harding of Young & Rubicam took particular issue with a statement made by Cyril Martineau, Shell's advertising manager.

Referring to Mr. Martineau's comment at the Assn. of National Advertisers meeting two weeks ago that "Shell had come to take a jaundiced view of the old-fashioned 15% commission system; we had come to regard it as downright unethical," Mr. Harding said:

"The reporting is accurate—we have read the transcript. The exact statement says that it is unrealistic to expect an agency to be impartial because 'its vested interests lie wholly in the direction of increasing the clients' commissionable advertising.' We regard the commission system, he says, as 'downright unethical.'

■ "This is the kind of statement that should be challenged prompt-

(Continued on Page 10)

Woodward Greiner, Canada Agency, to Go on All-Fee Basis

MONTREAL, Dec. 1—Woodward Greiner Co., an industrial advertising agency billing $500,000, today announced it is abandoning the 15% commission entirely.

Daniel E. Woodward, president, said the agency would bill media and production at net rates. "We have long chafed under a remuneration system," Mr. Woodward told ADVERTISING AGE, "dating from the era when advertising agents were media sales organizations, which seldom relate income to performance. We feel we must remove any seeming inducement to purchase anything for our clients for the revenue it will yield us.

"A number of our clients," he continued, "have always dealt with us on the premise that they pay for services rendered, not money spent. Our present position, for these clients, merely acknowledges this fact."

■ Woodward Greiner, founded four years ago, plans to open a Toronto office on Jan. 1 and then add about $250,000 to its current billing. By the end of 1961 it expects billings to be at the rate of $1,000,000.

For about two years, the agency's

(Continued on Page 12)

Last Minute News Flashes

Charles Bruning Co. Will Move to Buchen

CHICAGO, Dec. 2—Charles Bruning Co., manufacturer of office copying and engineering equipment, will move its account from Wade Advertising to Buchen Co., effective April 1, ADVERTISING AGE learned today. The Bruning account moved to Wade along with most other accounts and personnel of H. W. Kastor & Sons (AA, Oct. 24). Kastor had handled the account since 1953.

Otero Rejoins McCarty with 11 Accounts

LOS ANGELES, Dec. 2—Page Otero, who left a vp post at McCarty Co. early in 1959 to form Otero & Winters, will rejoin McCarty Jan. 1, bringing 11 accounts reportedly billing $200,000. These include seven accounts which moved with him from McCarty last year, and which he has been servicing on his own since splitting up with Curtis R. Winters earlier this year. Mr. Otero had been with McCarty for 14 years.

Colgate Mounts Sampling Counter-Drive vs. Crest

NEW YORK, Dec. 2—A huge sampling counter-offensive against the recent inroads of Procter & Gamble's Crest dentifrice appears to have been started by Colgate-Palmolive Co., as it fights to retain the No. 1 market position for Colgate toothpaste. Giant-size 53¢ tubes are being given away in four northeastern areas, including Boston, along with a leaflet which says, in part, "No one has yet invented a miracle toothpaste that will take the place of good dental habits in the prevention of tooth decay." This operation may go national. In addition, next month Colgate will include a coupon good for a free 53¢ tube in cartons of its 79¢ economy size.

(Additional News Flashes on Page 97)

Sealy Account Moves to Ludgin From Thompson

CHICAGO, Nov. 29—Two weeks ago two officials of Sealy Inc. strongly denied reports that the national bedding licensor was talking to other agencies and was considering an agency change.

But today Sealy moved its $600,000 advertising account from J. Walter Thompson Co. to Earle Ludgin & Co., effective immediately. No reason was cited for the change by either Sealy or JWT.

When contacted by ADVERTISING AGE two weeks ago Carl N. Singer, exec vp, and Gerald Shappell, advertising manager, both denied vigorously that Sealy was meeting with other agencies. They also denied that the company was thinking about moving its account, which had been with JWT for the past three years.

■ Sealy said it chose the Ludgin agency because of its "excellent personnel" and the agency's "creative abilities." A total of six agencies were considered before Sealy picked Ludgin. The hunt for a new agency took about three weeks.

The bedding licensor invests about $600,000 yearly in national advertising. Sealy licensees spend an estimated $1,500,000 yearly on local advertising, which is not commissionable.

■ The winning presentation for the Ludgin agency was staged by Mr. Ludgin, board chairman; George Rink, vp and general manager, and Hugh Wells, vp in charge of creative services. Mr. Rink has been named account supervisor.

Landing the Sealy account puts Ludgin back in the bedding and mattress field after an absence of several years. Ludgin formerly was the agency for Spring-Air Co.

Be Local, Extend Public Service, Motley Urges Broadcasters Session

'Parade' Exec Tells NAB Service Is Way to Avoid Government Interference

New York, Nov. 30—A leading publisher told his broadcasting counterparts here yesterday that tv's greatest prospect for future success lies in its imitation of newspapers' proven success formula, emphasizing the local character of the medium.

Speaking at the last of the eight regional fall conferences sponsored by the National Assn. of Broadcasters, Arthur H. Motley, president of Parade Publications and president of the Chamber of Commerce of the U. S., said, "Newspapers' strength stems from the fact that we have no national newspapers; it stems from the fact that we are local."

Mr. Motley began his luncheon address by saying that he was not wearing his broadcasting cap at the moment. (He is also a director of Whitney Communications Corp., which owns Corinthian Broadcasting Corp. as well as Parade Publications.)

Mr. Motley urged broadcasters to take advantage of the fact that

(Continued on Page 8)

Viewer Pays 25¢ per Week to See TV Ads, 'TV Guide' Says

Radnor, Pa., Dec. 1—Editors of *TV Guide* figure that it costs tv viewers about 25¢ a week to watch commercials.

The magazine, in its Dec. 3 issue, compared costs of set operation and maintenance with average viewing time and the average number of tv commercials per hour.

Here is the way the 25¢ cost was determined:

The average annual cost of operating a tv set, including receiver cost, repairs, electricity, insurance and moving, according to a recent survey by Kimble Glass Co., maker of glass envelopes for picture tubes, totals $81.14. This figure was then divided by 1,853, the Nielsen rating system figure based on the average number of viewing hours per home annually.

■ Surveys show that the average home viewer spends 35 hours and 38 minutes weekly watching tv. Based on the $81.14 annual operating costs, this is an hourly cost of 4.3¢ or $1.53 weekly.

An estimated one-sixth of each tv hour is devoted to commercials, the magazine said, figuring a total commercial time of 10 minutes and 48 seconds per hour. After deducting 48 seconds for unsponsored programs, this left one-sixth of an hour for commercials. Finally, by dividing $1.53 into six, the magazine arrived at 25¢ as the weekly cost of watching tv commercials. #

AWARD—*John Morrell & Co., Chicago, was presented the second annual Industry Award by the Package Designers Council, New York, for "an outstanding package design program resulting from the use of professional design counsel."*

Spot TV, Newspaper Ads Promote 'Drive Lark Free' Contest

South Bend, Dec. 1—Studebaker-Packard Corp. will use 500-line and 750-line newspaper ads in about 250 markets and spot tv commercials on NBC and CBS stations to promote its "Drive it to believe it" contest, which will give each of 51 winners the opportunity to drive a Lark for a year.

Newspaper announcement ads are breaking this week and will be followed by another insertion during the next two weeks. Ad size varies with the importance of the markets, the company said.

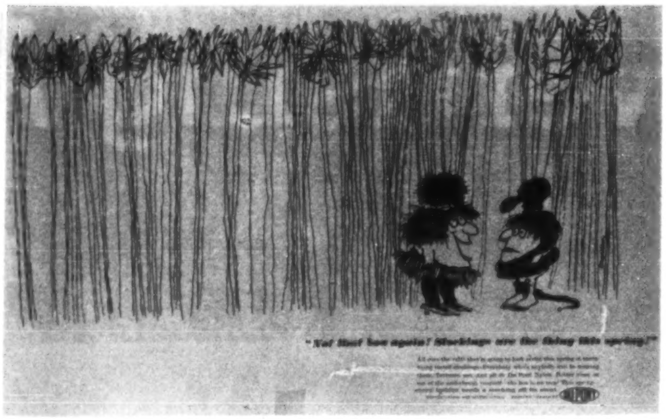
Tv commercials are scheduled every week from Nov. 27 through Dec. 18 on the professional football presentations on CBS-TV and "The Outlaws" and "Dan Raven" (NBC-TV).

To participate in the contest, a motorist must take a free Lark demonstration ride, offered by all dealers, and sign an entry card, which will be forwarded to Studebaker-Packard's 17 zone sales offices, where the drawings will be held Dec. 22. There will be three winners in each zone, the company said. #

NBC-TV Reassigns Four as Edward Hitz Retires

Edward R. Hitz has retired as vp and general sales executive of NBC-TV, New York, after 32 years of service. Mr. Hitz plans to remain active in the sales-advertising-broadcasting field.

Charles E. Corcoran, formerly manager of tv tape, film and kinescope operations of NBC-TV, has been appointed director of NBC-TV network operations. William H. Trevarthen, who recently was named vp in charge of operations and engineering, was formerly vp in charge of the tv network operations. Replacing Mr. Corcoran as manager of tv tape, film and kinescope operations is Robert J. Galvin, formerly manager of film operations. Nicholas C. Gilles was promoted from director of business affairs for operations and engineering to director of business affairs for NBC-TV, replacing Jack Heywood, who resigned.



WHIMSY—*Du Pont will promote women's hosiery in 1961 with a series of ads using a tongue-in-cheek approach. The ad shown here will kick off the campaign in The New Yorker's Jan. 28 issue and in the New York Times Magazine Jan. 29. Insertions will follow in these two publications plus Glamour, Harper's Bazaar, Mademoiselle, Seventeen and Vogue between February and July.*

Northern Illinois Gas Shifts to C&W

Bellwood, Ill., Nov. 29—Northern Illinois Gas Co. today appointed Cunningham & Walsh, Chicago, to handle its advertising, effective Dec. 1. The account bills an estimated $400,000.

H. A. Diekmann, vp of sales for the utility, said he talked with six agencies before picking Cunningham & Walsh. The principal reason for changing agencies, he said, was that his company needed a larger agency with more services.

Reach, McClinton & Pershall, Chicago, the former agency, has handled the account since Northern Illinois Gas was organized in 1954.

■ The utility has been talking with agencies since last August. Meetings were held both here and in the offices of the six Chicago-based agencies which were contenders for the account.

Heading up the new account team at C&W are L. W. Scott, account supervisor, and Perry Thomas, account executive. #

McGraw-Hill Didn't Mislead, FTC Decides

Washington, Dec. 1—The Federal Trade Commission today abruptly cleared McGraw-Hill Publishing Co. and McGraw-Hill International Corp. of charges that they used deceptive promotion materials for two of their publications.

Less than four weeks after hearing oral arguments in the case, the commission today adopted unchanged an initial decision by Hearing Examiner John B. Poindexter last April which says that the materials used by McGraw-Hill would not deceive "the limited, sophisticated and experienced" audience to which they were directed. Without further elaboration, the commission ruled unanimously that Mr. Poindexter's decision "constitutes an appropriate disposition of the proceeding."

The complaint lodged by the commission three years ago led to an argument over the standard of proof that should be used in judging promotional materials directed to specialized groups. Mr. Poindexter accepted McGraw-Hill's contention that admen are experts at interpreting the promotional material which is addressed to them (AA, April 25). #

Farr Names Ormsby

Farr Co., Los Angeles, manufacturer of air filtering equipment, has appointed Ormsby Advertising as its agency effective Jan. 1.

McGraw-Hill to Add $25,000,000 F. W. Dodge Corp.

New York, Nov. 29—McGraw-Hill Publishing Co. announced yesterday that it plans to acquire the F. W. Dodge Corp., publishing house that puts out Dodge Reports, Sweet's Catalog Service, *Architectural Record* and *Modern Hospital*, among others. Dodge's sales volume is believed to amount to $25,000,000 annually. The deal is not expected to be closed before next February.

"A primary consideration motivating the proposed acquisition is McGraw-Hill's desire to expand its activities along a line that would give it more diversification, particularly in the field of business services," said a McGraw-Hill executive.

Details of the deal were not announced, but "it is contemplated that McGraw-Hill will issue common and preferred stock for F. W. Dodge stock," it was said. McGraw-Hill said if negotiations were successful—and they were "proceeding satisfactorily"—the Dodge operation would continue "as at present," using its present quarters and its current staff.

■ Dodge publications follow:

- Dodge Reports, a daily construction news service.
- Dodge Construction Statistical Service.
- Sweet's Catalog Service, which issues a number of catalog files of manufacturers' products.
- *Architectural Record*, a professional monthly.
- *Daily Pacific Builder* (San Francisco); *Daily Journal* (Denver); and *Daily Construction News* (Chicago), three commercial newspapers.

Through a subsidiary it also publishes:

- *Modern Hospital.*
- *Hospital Purchasing File.*
- *Nation's Schools.*
- *College & University Business.*

■ McGraw-Hill, the leading business periodical publisher, puts out *Business Week*, *Textile World*, *Chemical Engineering* and *Electrical World*, among a long list of publications. It also publishes textbooks and general books. Its sales in 1959 amounted to $105,800,000, with earnings per share of $3.09. Its net in 1959 was $8,189,000.

■ F. W. Dodge Corp. took its name from Frederick W. Dodge, who in 1891, at the age of 27, had already started several publishing projects in Boston. One of these was a small paper supplying real estate news, court records and project news on planned new residences. Another was "Architects & Engineers Bulletin," an annual directory of general contractors, subcontractors and material supply houses.

Mr. Dodge then contemplated a specialized business service which would provide architects with current information on the availability of contractor and sub-contractor services and building products and which would also make more efficient the market contacts of sellers of building products and services. The business service—known

(Continued on Page 100)

Pepsi Names Smith to Ad Post

Pepsi-Cola Co. of Canada, Montreal, has named S. Harry Smith national advertising manager. For the past several years, Mr. Smith has been assistant advertising manager of Molson's Brewery Ltd., Montreal.

Highlights of This Week's Issue

The retail market for the new weight-reducing "meals" has climbed from zero to nearly $100,000,000 in barely a year, with advertising budgets, national and local, expected to top a rate of $20,000,000 by the end of 1960. In this issue, on Pages 104, 105 and 106, Advertising Age gives a 12-city roundup of this new and growing market.

Contrary to widespread belief, the public attitude toward advertising is surprisingly good: only 17% of people have a generally unfavorable attitude toward advertising, a study by Universal Marketing Research shows. But antipathy toward advertising is highest among the better educated. A detailed report on the study by Hugh Hardy is on Page 77.

Cranston Print Works, Westport Fabrics, Supima Assn. of America and British Overseas Airways join in a round-the-world fashion promotion .... **Page 4**

The province of Quebec sets its 1961 advertising budget at $750,000, more than double the $368,000 spent in 1960. **Page 6**

Carl J. Dueser, account executive, Wade Advertising, says the first prerequisite for creative and productive advertising is a top management that not only believes in advertising, but also can visualize a creative idea and the results it may accomplish .... **Page 24**

Lanolin Plus Inc. moves into the fashion makeup field with the introduction of Color Plus, a nail strengthening enamel .... **Page 38**

Internal Revenue Service warns that if non-profit associations want to hold on to their tax-exempt status, they'd better make sure their purpose isn't just to put out a magazine .... **Page 42**

Glamour survey finds that nearly half of the consumer income in the U. S. is concentrated in the households of women aged 18-35 .... **Page 44**

Australian Assn. of National Advertisers sets an investigation of the minimum standards of service that advertisers can expect from their agencies as its major administrative project for 1961 .... **Page 48**

American Academy of Advertising survey shows that out of 318 replies 195 colleges reported that they teach some advertising .... **Page 50**

General Motors cracks down on dealers who use cut-rate price advertising .... **Page 56**

Procter & Gamble plans introduction of Crest toothpaste in the British market .... **Page 60**

Bireley's Inc. will devote the major portion of its $500,000 ad budget for 1961 to spot radio .... **Page 62**

Robert E. Gray, formerly vp and general sales manager of Bissell Inc., is appointed vp of retail sales of Brown & Bigelow's new retail sales operation .... **Page 66**

E. Z. Dimitman, administrative assistant to the editor and publisher of the Philadelphia Inquirer, predicts that in the next ten years the morning metropolitan newspaper will become a regional newspaper .... **Page 75**

Douglas Fir Plywood Assn. prepares to launch a new promotion to encourage construction of retirement housing throughout the nation .... **Page 91**

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Booraem Asks 'Workable Plan' of TV Program Control; 'Not Easy,' Is Reply

NEW YORK, Dec. 1—An agency broadcasting chief recommended here yesterday that a conference be held as soon as possible to develop a workable plan of program regulation for the tv industry.

Speaking before the Radio & Television Executives Society, Hendrik Booraem Jr., vp in charge of broadcasting of Ogilvy, Benson & Mather, suggested that this conference be comprised of one representative each of the American Assn. of Advertising Agencies, the National Assn. of Broadcasters, the three tv networks, the Alliance of Television Film Producers and any other appropriate organization. He further suggested that the NAB take the lead in organizing the meeting.

"I am sure there would be plenty of fireworks in such a meeting," Mr. Booraem explained. "But when the smoke cleared, the tv industry should have a workable plan of regulation to which everyone could subscribe.

■ "A conference of this kind would demonstrate to the public and our critics that all of us have the most serious intent to correct the abuses that cast reflection on tv's reputation—and have the most earnest intent to keep healthy and growing this great means of communication," he added.

The primary reason for concern about the "rising tide of criticism" of excessive violence and other examples of poor taste in tv is that the people in advertising have "no desire to be a part of, or contribute to, an activity that is against the common good," the OBM executive said.

"Furthermore," he added, "there is a deep-rooted misconception in the public mind, and even among those closer to tv, that somehow advertisers are directly and wholly responsible for the offensive material in programs . . . The difficulties for even the most upright advertiser are compounded by the fact that better than 85% of all programs are now controlled by the

(Continued on Page 10)

'House & Home' Wins Four 'IM' Editorial Awards

15 Business Publications Win Plaques; Certificates of Merit Awarded to 31

NEW YORK, Nov. 29—*Industrial Marketing* today named 46 publications as winners in its 22nd annual business paper editorial achievement competition. Thirteen books were awarded 15 plaques for exceptional achievement, while 31 received certificates of merit. Presentations were made at a lunch at the Waldorf-Astoria.

Cited as exceptional were *Electro-Technology, Engineering News Record, Space/Aeronautics* and *House & Home* (which won two) among industrial papers; *Domestic Engineering, Electrical Wholesaling, Hardware Retailer, Heating & Plumbing Engineer* and *Super Market Merchandising* from among

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EDITORIAL HARVEST—*P. I. Prentice, editor and publisher of House & Home, in picture at top, holds two of four awards his publication won in Industrial Marketing's annual editorial competition. Running out of hands to hold other two awards, he gets assistance from G. D. Crain Jr., IM publisher, at awards luncheon in New York. In picture below, S. R. Bernstein (left), editorial director of IM, presents two plaques to Arthur H. Rice, editor of Nation's Schools.*

lighter!
sturdier!
firmer!
Mr. Pink's amazing mattress
'59
TENSION-EASE AIRLON
by Englander

TENSION—*Englander Co., Chicago, will introduce its new Tension-Ease Airlon mattress in February with b&w pages in Better Homes & Gardens, Bride's, Good Housekeeping, Ladies' Home Journal, Living for Young Homemakers, Modern Bride and the Wall Street Journal.*

Williams Changes Mind About Bucolic Life, Returns to City

NEW YORK, Dec. 1—A New York adman, who had traded the hurly-burly of Madison Ave. for the more leisurely life of a small town agency, has returned to the fold.

He is John S. Williams, who a year and a half ago resigned as a top exec at Cunningham & Walsh to move to Greenville, S. C., as vp, creative director and a director of the burgeoning Henderson Advertising Agency.

He is back in New York now as vp and copy director of Foote, Cone & Belding.

When Mr. Williams headed south in April, 1959, he was "fed up" with the trials of commuting and metropolitan living. But once established in the South Carolina routine, he found himself faced with the old dilemma: The casual living and more leisurely pace of a small town vs. the stepped-up exhilaration of the big city.

"I loved it at Henderson, I loved the people there, but I missed the excitement of New York, the stimulation of talking to people in the business, the facilities of a large city, so I decided to come back," Mr. Williams told ADVERTISING AGE. He did not find his agency work much different in the South—"Agencies are the same anywhere," he maintains.

■ The return to New York is marked by one change, however: No more suburban living. Mr. and Mrs. Williams have taken an apartment on New York's east side —"My wife won't let me commute any more, so we're hoping this is the solution."

Before joining Henderson, Mr. Williams was a senior vp, chairman of the executive committee and a director at Cunningham & Walsh. Before that he was vp in charge of creative services at Fletcher D. Richards Inc. and before that he was starting his ad career in copy and contact at Newell-Emmett, C&W's predecessor. #

Art Book Features Art Exhibit

A new national art exhibit in print is featured in the November issue of *The Journal of Commercial Art*, 809 San Antonio Rd., Palo Alto, Cal. Out of a total of more than 5,000 entries, 250 were selected for the exhibit. A feature of the exhibit is a ranking of the published entries by four juries representing business management, agency account men, artists and consumers. The magazine plans to make the exhibit an annual feature.

At East Central Four A's . . .

Creativity Is 'Flamboyant Sideshow,' Says Cox; It's 'Working Force': Jones

K&E Exec Also Warns Agency Men Against Being 'Brainwashed by Clients'

DETROIT, Nov. 30—Creativity in advertising is a "flamboyant sideshow" that has a truer name, "self-conscious professionalism," Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, charged at the East Central regional meeting of the American Assn. of Advertising Agencies.

Ernest A. Jones, president of MacManus, John & Adams, rose to creativity's defense as a "working force," berating the industry for a general failure to provide adequate recognition and a clear channel of promotion to top jobs for creative people.

Mr. Cox, vice-chairman of the Four A's, said that creativity is "more concerned with cleverness than soundness" and blamed it for advertising that "titillates a few instead of reaching the minds of many."

Although a basic understanding of the laws of the craft, through rigorous practice and self-discipline, alone is not enough to make a good adman, neither is creativity alone sufficient, he said.

■ Mr. Cox also warned admen against the dangers of being brainwashed by their clients. If an ad-

(Continued on Page 74)

Dart Drug Sues Pharmacy on Fair Trade 'Conspiracy'

WASHINGTON, Dec. 1—Dart Drug Corp. struck back today with a $150,000 damage suit against a neighborhood druggist which successfully enjoined the chain from cutting fair trade prices in Maryland.

In a suit filed in federal district court in Baltimore, Dart said Four Corners Pharmacy, which brought the enforcement action, acted in concert with the Prince Georges-Montgomery County Pharmaceutical Assn. The suit contends that the arrangement is outside the anti-trust immunity authorized by federal fair trade laws, and represents price restraint in violation of the Sherman anti-trust act.

The action by Dart follows by less than a week a ruling by the Supreme Court upholding the injunction which Four Corners Pharmacy obtained under the Maryland fair trade law to stop Dart from cutting prices. Dart and another chain, Peoples Drug Stores, had contended unsuccessfully that only the supplier has a right to seek to enjoin price cutting (AA, Nov. 28).

Dart's suit today estimates damage at $50,000 and seeks treble damages. #

Thompson Ramo, with 14 Agencies, Seeks Some Consolidation

CANOGA PARK, CAL., Dec. 1—Thompson Ramo Wooldridge, which has been "considering the possibility of putting the large majority of its division and subsidiaries in one agency," will begin interviewing "a few finalists" next week, James Lewis, director of public relations and advertising, said today.

The company, with its 18 divisions and subsidiaries in electronics and other fields, had sales of $417,000,000 last year. The total ad budget for the company and its division and subsidiaries is reported to be in excess of $1,000,000, which is now split among 14 agencies.

Mr. Lewis said that while one agency for all is being "considered," such a move might not be feasible in view of the geographical location of some divisions, and the small size of their budgets. #

'True' Suspends in Canada; Business Paper Publishers Not in Conflict, Probers Told

OTTAWA, Nov. 29—Fawcett Publications told the Royal Commission on Publications here that while its monthly magazine, *True*, has published a Canadian edition since 1958, "no Canadian edition appears in the January, 1961, issue of *True*."

A check of Fawcett Publications in New York disclosed that "no Canadian edition is planned for the February issue, either," and, "for the time being, at least, the Canadian section is dead." *True*, it was said, will continue to sell space in its Canadian run, but there will not be any 16-page Canadian section published.

■ In its brief to the commission, which is investigating whether U.S.-based publishers are competing unfairly with native Canadian magazines, Fawcett said its seven monthly magazines grossed $17,407,000 this year from advertising, "of which less than 1%, or $137,000, consisted of revenue for space sold for Canadian editions."

Canadian edition advertising in *True* this year, said Fawcett, amounted to $89,200. In 1959, the figure was $77,500.

■ Harry M. Wonnacott, of Canadian Circulation Consultants, Winnipeg, in a brief before the commission, defending U.S. business and technical publications, indicated that, in general, advertising by Canadians in American business papers would be "economically out of the question."

The only Canadian advertisers who could do this, according to Mr. Wonnacott's brief, would be those who sell their products internationally. For any others, Mr. Wonnacott said, this would be "very costly advertising to undertake," because they would be paying rates based on a publication's total circulation, most of which would be of "absolutely no value" to the Canadian advertiser.

A circulation representative of U.S. business publications, whose company has been in the field for 15 years, Mr. Wonnacott also pointed out to the commission that 90% of U.S. trade and technical publications entering Canada are members of the Audit Bureau of Circulation and have paying subscribers, who pay "obviously for value received," whereas the total paid circulation of Canadian business and technical publications does not exceed 20% of their total distribution, he said.

■ Mr. Wonnacott's brief, bringing up "pertinent facts" that had not yet been laid before the commission, suggested that if restrictions on U.S. trade, technical and professional publications in Canada are contemplated, they should be confined to the small minority with controlled circulations. #

Coffee Bureau Boosts Canadian Campaign

The Pan-American Coffee Bureau has increased its campaign in Canada, moving from an original seven full-color pages in five weekend magazines to nine pages. In addition, the *Toronto Weekly Globe & Mail* has been added to the schedule, with four pages.

Radio spots on 42 stations in 33 markets have also been added. The 20-second jingle and spoken announcements will be heard in three flights of four weeks each. Vickers & Benson, Toronto, is the agency.

McLaughlin to Peters, Griffin

Edward F. McLaughlin, formerly a senior account executive for KEWB, San Francisco, has been named to head radio sales in the San Francisco office of Peters, Griffin, Woodward, radio-tv station representative. Peters, Griffin has moved its Los Angeles office to larger quarters at 5455 Wilshire Blvd.

'Institutions' Names Hoelscher Publisher, Woods Assistant

Institutions Magazine, Chicago, has appointed William R. Hoelscher publisher and William M. Woods assistant publisher. Mr. Woods will continue as advertising manager in addition to his new duties.

Donnelley Names Rheinstrom

Reuben H. Donnelley Corp., Chicago, has appointed Jack Rheinstrom to the new post of general marketing manager of the direct mail division. Mr. Rheinstrom was formerly vp of sales of Wilding Inc. and prior to that was vp and manager of the Chicago office of Campbell-Mithun.

Robinson to Guerin, Johnstone

Rob Robinson has joined the staff of Guerin, Johnstone, Gage, Los Angeles, as an account executive. He was previously head of the industrial department of Coleman-Parr Advertising, Los Angeles.

Four Join in Round-the-World Fabric Promotion

NEW YORK, Nov. 30—A round-the-world fashion promotion bows this month sponsored by four companies: A textile printer, a fabric house, a cotton association and an airline.

The point of the promotion is a group of exotic fabric designs culled from foreign lands but printed in America, thus combining foreign design inspiration with American fabric know-how. The sponsoring foursome: Cranston Print Works; Westport Fabrics; Supima Assn. of America; and British Overseas Airways.

The promotion started with Cranston, one of the oldest printers and finishers of fabrics in the U.S. The company's aim was to provide top fashion designers with textile patterns which could be theirs exclusively and which could be promoted by fine stores exclusively, without the nightmare of being copied.

■ The plan began to take shape when Harvey Seltzer, designer for Westport Fabrics, came to Cranston with the idea of doing a collection of prints inspired by "a world of travel."

The next step came when Cranston decided to concentrate on cotton fabrics for the promotion, and called in the Supima Assn. of America, a group of growers of long-staple cotton.

The fourth step came when it was decided that Designer Seltzer should take a trip around the world for his design inspiration—and at this point British Overseas Airways was included.

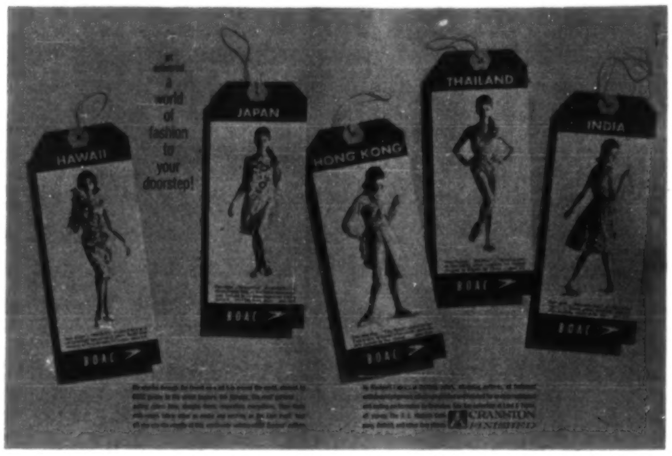
In the final stage, eight clothes designers selected 19 of Mr. Seltzer's designs and created a collection of resort fashions to be featured in stores in 25 cities. The designers: Adele Simpson, Arnold & Fox, Cabana, Calypso Bermudas, Evan Picone, Mr. Gee, Sinclair and Vera Maxwell.

■ It all adds up to a resort campaign called "A World of Fashion Jets to Your Doorstep," launched in the Dec. 1 *Vogue*. The main ad is a b&w spread by Cranston and BOAC. The page preceding it is a b&w ad by the National Cotton Council which pictures a dress from the collection but does not specifically mention the promotion.

Supima has a color page following the Cranston-BOAC spread. It promotes Supima cotton and explains the four-way tie-in at the same time. Supima will run a similar ad in *The New Yorker* during January.

■ Participating stores are devoting window and department displays to the theme. A tie-in with local BOAC offices is being made where possible. A tv color film, distributed by the National Cotton Council, uses styles from all participating designers.

Daniel & Charles handled the Cranston-BOAC ad. Douglas D. Simon Advertising is the agency for Supima and the National Cotton Council. #



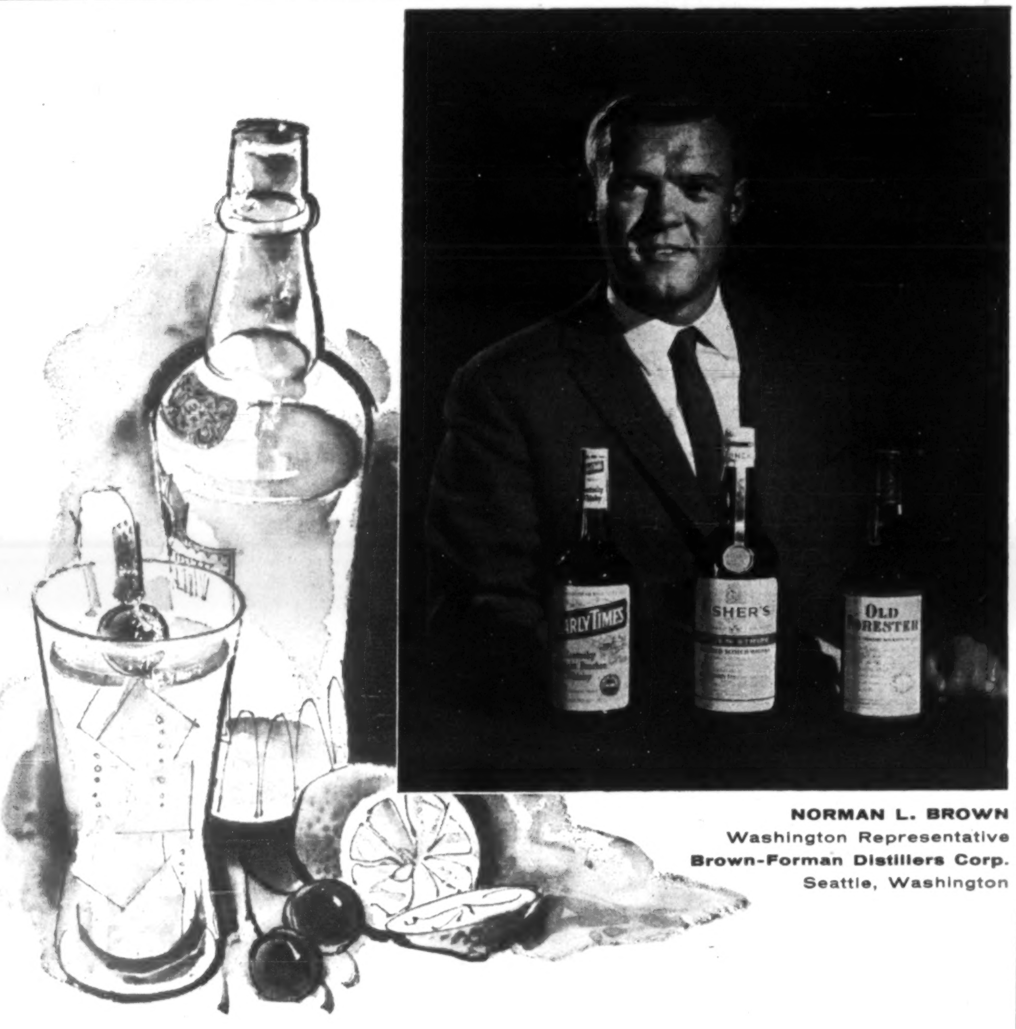
JET FASHION—*This b&w spread in the Dec. 1 Vogue launches a four-way resort promotion sponsored by Cranston, Supima, BOAC and Westport Fabrics.*

Palmer-Shile to LesStrang

Palmer-Shile Co., Detroit, materials handling company, has appointed LesStrang Associates-Advertising, Ann Arbor, Mich., to handle its advertising. Alfred B. Caldwell Inc., Detroit, formerly handled the account. The account reportedly bills about $70,000.

Craig Joins Renner

Boyce Craig Jr. has joined Renner Advertising Agency, Philadelphia, as an account executive. Mr. Craig was formerly director of advertising and public relations of Ingalls Industries, Birmingham, Ala.



NORMAN L. BROWN
Washington Representative
Brown-Forman Distillers Corp.
Seattle, Washington

Mr. Brown says:

"Tacoma requires localized advertising effort." "The Tacoma area, Washington State's 2nd market, also ranks Number 2 in liquor sales in the state. Therefore we make every effort to do a strong advertising job in Tacoma. True, the Tacoma market adjoins the Seattle market, but we've learned by experience the Tacoma area must have intensive *localized* coverage. That's why we always recommend the liquors we represent be advertised in the Tacoma New Tribune as well as in Seattle newspapers."

SEATTLE
TACOMA

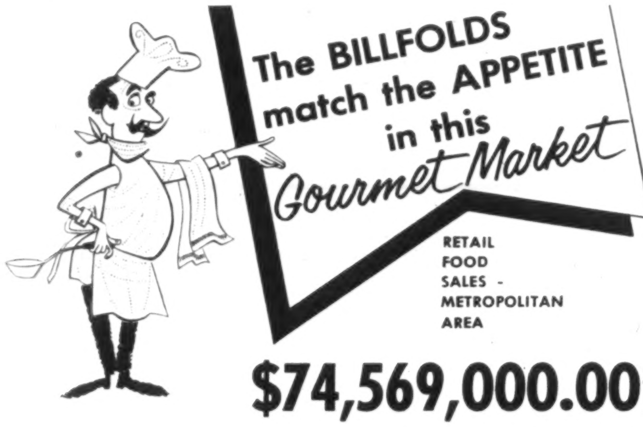
Think Twice About Tacoma

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 85,000.

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



The BILLFOLDS match the APPETITE in this *Gourmet Market*

RETAIL
FOOD
SALES -
METROPOLITAN
AREA

$74,569,000.00*

* STANDARD RATE AND DATA SERVICE

...and this combination excites the taste buds!

GREEN BAY PRESS-GAZETTE	**APPLETON POST-CRESCENT**

80,924 (A.B.C. 3-31-60) Combined Circulation at a LOW COMBINATION RATE.

Represented By SAWYER-FERGUSON-WALKER Co., Inc.

USING IT THIS WEEK?

In today's savagely competitive market, more and more advertisers are turning to the selling power of THIS WEEK Magazine. Top Manufacturers will invest $11,780,000 in THIS WEEK Magazine in just the last quarter of 1960 alone—an increase of 5% over 1959!

December 4, 1960

This Week
MAGAZINE

42 GREAT NEWSPAPERS

A special pre-Christmas gift—
CLEMENTINE PADDLEFORD
invites you to a

DICKENS CHRISTMAS DINNER
...PAGE 23

PLUS: A surprising report on life in outer space

Are space ships obsolete? ...PAGE 8

Check these top advertisers who are using it this week!

SIX-PAGE INSERT

General Mills, Inc.—
Betty Crocker "Holiday Favorites"

PAGE

Argus
Baker's Angel Flake Coconut
Dormeyer Corporation—
Electrical Appliances
Dual Filter Tareyton
Gulf Oil Corporation
Hamilton Beach—
Electrical Appliances
Libby's Beef Stew
Minute Rice
Oldsmobile
Pepsi-Cola
Ronson Electric Shavers
WESTCLOX—Division of General Time Corporation

SEVEN-TENTHS OF A PAGE

Diamond Walnut Growers
Sheaffer's Pens
Wolverine Shoe & Tanning Corp.—
Hush Puppies

THREE-FIFTHS OF A PAGE

American Dairy Association—*Milk*
Ralston Chex Cereals
Shulton, Inc.

HALF-PAGE

Art Instruction, Inc.—
"Test Your Talent" Drawing Contest
Heinz Baby Foods
Kraft Noodle with Chicken Dinner
Scott Paper Company—
Waldorf Tissue
Skil Corporation—*Skil and Skil Saw Power Tools*
Swift & Company—
Brown 'N Serve

OTHER

B in B Mushrooms
Cooper's, Inc.—
Jockey Brand Men's Wear
Dr. Scholl's Foot Massager
Ezo Products Company
General Electric Company—
Christmas Lamps
Kitchen Bouquet
Midland Pharmaceutical Co.—
Snug Denture Cushions
Pittsburgh Plate Glass Co.—
High-Fidelity® Mirrors
Shinola
Vick Chemical Company—
Vicks Cold Tablets
Vicks Inhaler
Vicks Va-tro-nol

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN 13,000,000

Quebec Province Okays $750,000 Ad Budget for 1961

MONTREAL, Nov. 30—The province of Quebec today decided that its 1961 advertising budget will total $750,000, more than double the $368,000 spent in 1960.

Magazines, newspapers and tv will be used to publicize the tourism angles and a special effort is to be made to attract visitors from the U. S., according to provincial Secretary Lionel Bertrand.

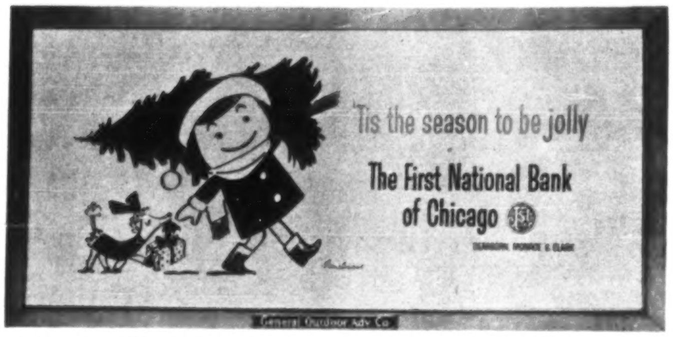
Many of the ads, he said, will be placed in New York and New Hampshire newspapers. There is every indication that a special Quebec provincial tourist bureau will be organized at Quebec City within the next few weeks. Main aim of Quebec tourist officials is to have Quebecans see their own province first now that new highways are being opened through highly scenic areas. Today's authorized ad budget is the highest in the province's history. #

Baker Adds Four Accounts

Herbert Baker Advertising, Chicago, has added four new accounts. They are Associated Mills, Chicago, manufacturer of medical equipment and Pollen-Ex health appliances; Rolled Steel Corp., Skokie, Ill., distributor of steel and aluminum; Sue Ann Food Products, Chicago, manufacturer of Cocktail Delight cheese products, dressings and sauces; and Westinghouse Appliance Sales, Chicago. Gordon Best Co., Chicago, formerly handled the Sue Ann Food Products account.

Burroughs Boosts Kolasa

John Kolasa, on the international advertising staff of Burroughs Corp., Detroit, since 1955, has been appointed supervisor of dealer advertising for the international division.


'Tis the season to be jolly
The First National Bank of Chicago
General Outdoor Adv. Co.

GREETINGS—*The First National Bank of Chicago is putting up this holiday greeting at 129 outdoor locations about the city. The poster is the sixth in a series using Ludwig Bemelmans artwork. Foote, Cone & Belding is the agency.*

"The Sophisticated Sound of the Big Bands!"

This is the one radio station in Philadelphia whose Sophisticated Big Band Sound reaches concentrated adult audiences whose individual purchasing power is greater than that of any other audience drawn by any other radio station in Philadelphia.*

WRCV RADIO • 1060 • PHILADELPHIA

Sold by NBC Spot Sales • Owned and Operated by the National Broadcasting Company

*Source: Pulse, Qualitative Report, May 1960

Parke, Davis Also Drops 'Life' Ads Because of Article

DETROIT, Nov. 30—ADVERTISING AGE reported in its Oct. 31 issue that Abbott Laboratories had dropped *Life* from its Sucaryl media schedule because of a picture story the magazine ran on the pharmaceutical industry earlier this year. The industry felt the article was unfair.

It now appears that another venerable member of the ethical drug industry—Parke, Davis & Co.—actually had beaten Abbott to the punch.

The Parke, Davis series of institutional ads had been running in *Life* and other magazines at the start of this year. After the drug story appeared in the Feb. 15 *Life*, Parke, Davis dropped the magazine from its schedule.

■ Harry Loynd, president of Parke, Davis, is currently president of the Pharmaceutical Manufacturers Assn. He was said to be incensed by the *Life* account of how consumers are squeezed by the prices of prescription drugs.

George Bender, director of institutional advertising for Parke, Davis, explained this week that no advertising in *Life* was really canceled. The magazine was simply not put on the schedule for future ads.

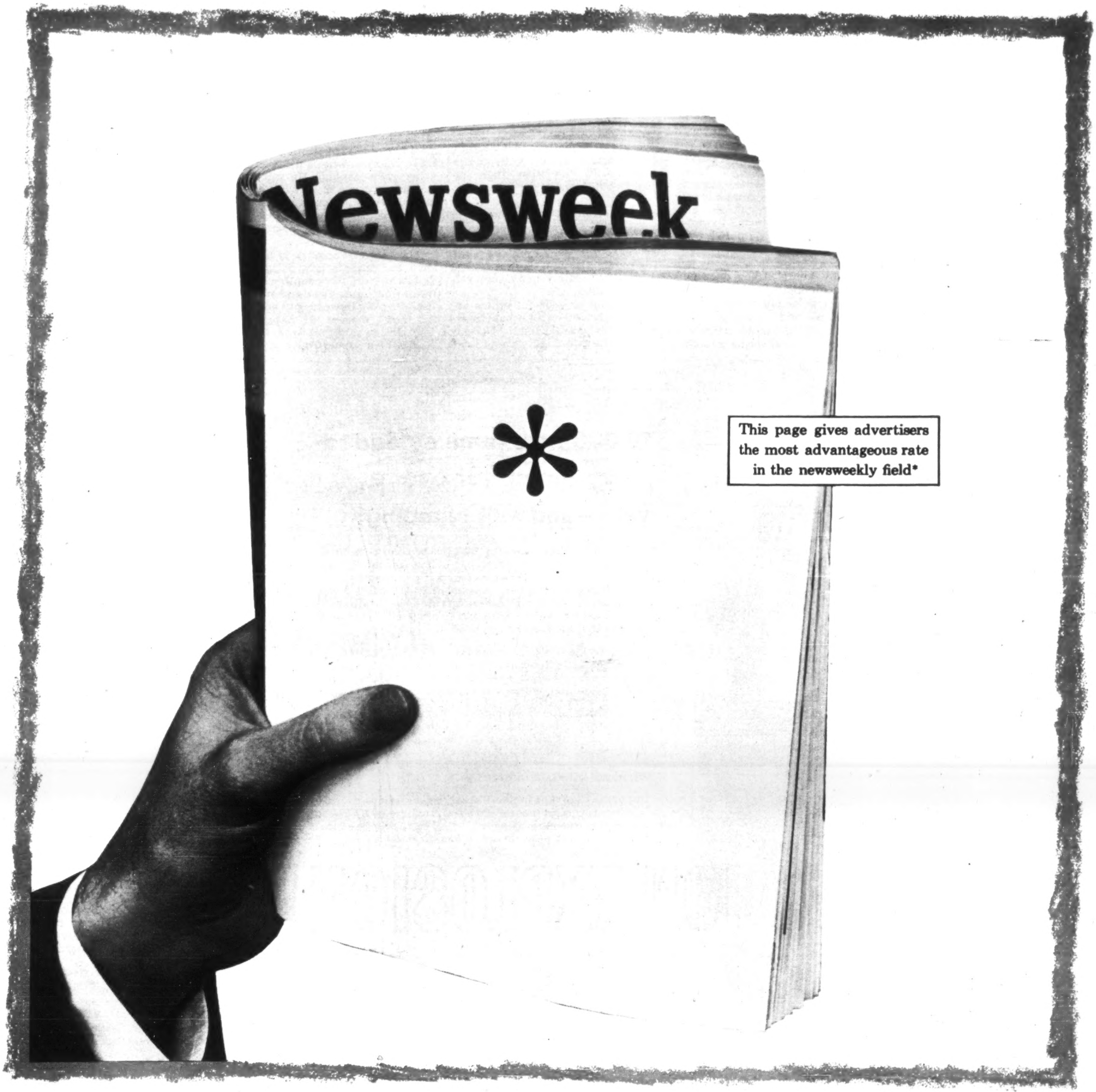
Publishers Information Bureau figures show that Parke, Davis spent $650,000 on institutional advertising in magazines last year. The *Life* schedule was the most costly segment. Mr. Bender said the 1960 budget has not been reduced. The company has apparently made up the *Life* portion by adding other magazines to its list.

Newcomers to the schedule this year are *Atlantic*, *Harper's Magazine*, *National Geographic*, *Newsweek* and *U.S. News & World Report*.

■ Parke, Davis' wrath extends to the magazine but not to the corporate parent. Thus, *Time* continues on the schedule as does *Life en Espanol*. Other books being used are *Ladies' Home Journal*, *Reader's Digest*, *The Saturday Evening Post* and *Today's Health*.

Parke, Davis & Co., one of the largest producers in the ethical drug industry, has been running public service advertising in consumer magazines since 1928. The current theme of the series is "Great Moments in Medicine," featuring full-color reproductions of oil paintings done by Robert Thom, Birmingham, Mich., artist. Mr. Bender writes the copy for the series.

The Parke, Davis institutional campaign has been handled since 1932 by Young & Rubicam, which also happens to be the agency for Time Inc. #



*The page the top ones pick

What better measure of a magazine than its standing with top advertisers? Take the 25 largest general promotion and association advertisers, for instance. During the first 9 months of 1960, **Newsweek ranked first among all magazines** in number of campaigns (22 out of 25) and in ad pages (258) from these advertisers.

Or take the 50 largest. Over the same 9 months, Newsweek carried more campaigns (39 out of 50) and more ad pages (402) from these advertisers than did any other magazine.

Top advertisers know that, in Newsweek, they reach the leadership community . . . leaders in business, government and the professions who are America's prime market for products **and** ideas. They know, also, that Newsweek delivers more readers per ad dollar than any other newsweekly. Whether **your** advertising concerns consumer goods, industrial products or your over-all corporate identity—if you want your ad dollars to work harder—pick the one that top advertisers pick . . . Newsweek.

Newsweek
N
E
W
S

The world-wide newsweekly for communicative people.

Be Local, Extend Public Service, Motley Urges Broadcasters Session

(Continued from Page 2)

theirs is a local medium even when the program originates elsewhere. He emphasized that a station does not have to be locally owned to achieve this strong local identity. Many multi-newspaper publishers, such as S. I. Newhouse, John S. Knight and Scripps-Howard, have, "through proper placement of responsibility, identified themselves successfully with the community," he pointed out.

■ "We see national magazines trying to fragmentize their business, but they can't do what newspapers and television can do through local originations," the publisher said.

"I think you guys in electronics will continue to grow, but now the big question is who is going to run it [broadcasting], the guys who built it or the police—the government?" he said.

Mr. Motley suggested that the degree of freedom that newspapers and television will retain will be in direct proportion to the extent to which they serve the public interest.

One way to better serve the public is by being strong enough to resist demands made by "the commercial side of business," the publisher explained.

"We can't blame advertisers for trying to pressure media into doing something which would hurt media, but we can blame media when it gives in" to these demands, he added.

It's difficult to separate the profit-making part of the business from the public service aspects, and "let's stop stupidly trying to separate them," Mr. Motley suggested. He pointed out that he has yet to hear one tv friend say that he isn't making more money with fewer employes in television than he would with newspapers.

■ "We are in business to make a profit, but success shouldn't be measured by how much [money] we make per employe," he said. The public also will be best served as long as media remain competitive, he added.

The radio-tv codes of ethics are not enough to keep all broadcasters in line, Mr. Motley said. "Nobody has had the guts to get up and label the guy that doesn't live up to the ethics" of the industry, he said, declaring that broadcasters must remember it is their individual responsibility to expose these "few phonies."

■ Sounding a similar lofty note of social responsibility for broadcasters in the 1960s was Herbert E. Evans, president of Peoples Broadcasting Corp., who addressed an earlier radio session. He said, "In the '60s we've got to save our souls; lose ourselves in great endeavors . . . I think radio will serve the needs of the people or it will have no reason to exist . . .

"The reason Congress is looking down our throats now is because it's heard from the people who are tired of our cheapness and tawdriness," he said, hastening to add that this is not true of all stations.

Mr. Evans said that radio faces a trend which would make it a national jukebox, with the commercials just "clipped in." He said the best way to halt this trend is for the broadcaster to just listen to his own station. This would do more to improve the caliber of broadcasting than the code or anything else, he added.

"Tell advertisers if they want to reach the teen agers of your town, they can go on another station," the broadcasting executive suggested. He said that the stations owned by Peoples go after the people who have the money—the adults who buy the bigger items.

Having just returned from an extensive tour of South America, Mr. Evans said that he will recommend to NAB that it send a commission of about 30 radio broadcasters to that continent to see what's being done there in radio. "The hope of South America is in its broadcasting leadership," he added.

■ Cecil Woodland, general manager of WEJL, Scranton, Pa., told the radio session that code stations are beginning to build an image which puts them a little above the others. He said that a leading department store in his part of the country [The Globe in Scranton] won't buy time on stations not subscribing to the code. "The store feels that a code station will backstop anything not acceptable" to the listeners, he added.

■ Clair R. McCollough, president and general manager of the Steinway Stations, Lancaster, Pa., and chairman of the NAB policy committee, said that the broadcaster will have an even greater responsibility to the American people in the future than he has had in the past. Mr. McCollough said, "There has never been a more insistent hunger for understanding of great issues—and there has never been a more powerful force for bringing about that understanding than free broadcasting.

"There is an apparent need for greater creativity in programming, less legerdemain in audience promotion, more concern with coverage and less with numbers, and a higher sensitivity to public acceptance of advertising methods and forms," he added.

■ As for advertising, Mr. McCollough said, the responsibility to live up to the NAB radio and tv codes rests equally with broadcasters and advertisers.

"Broadcasters should be employing their full ingenuity in making the media more effective for advertisers," he emphasized. #

California Begins Hearing on Alleged Drug Price-Fixing

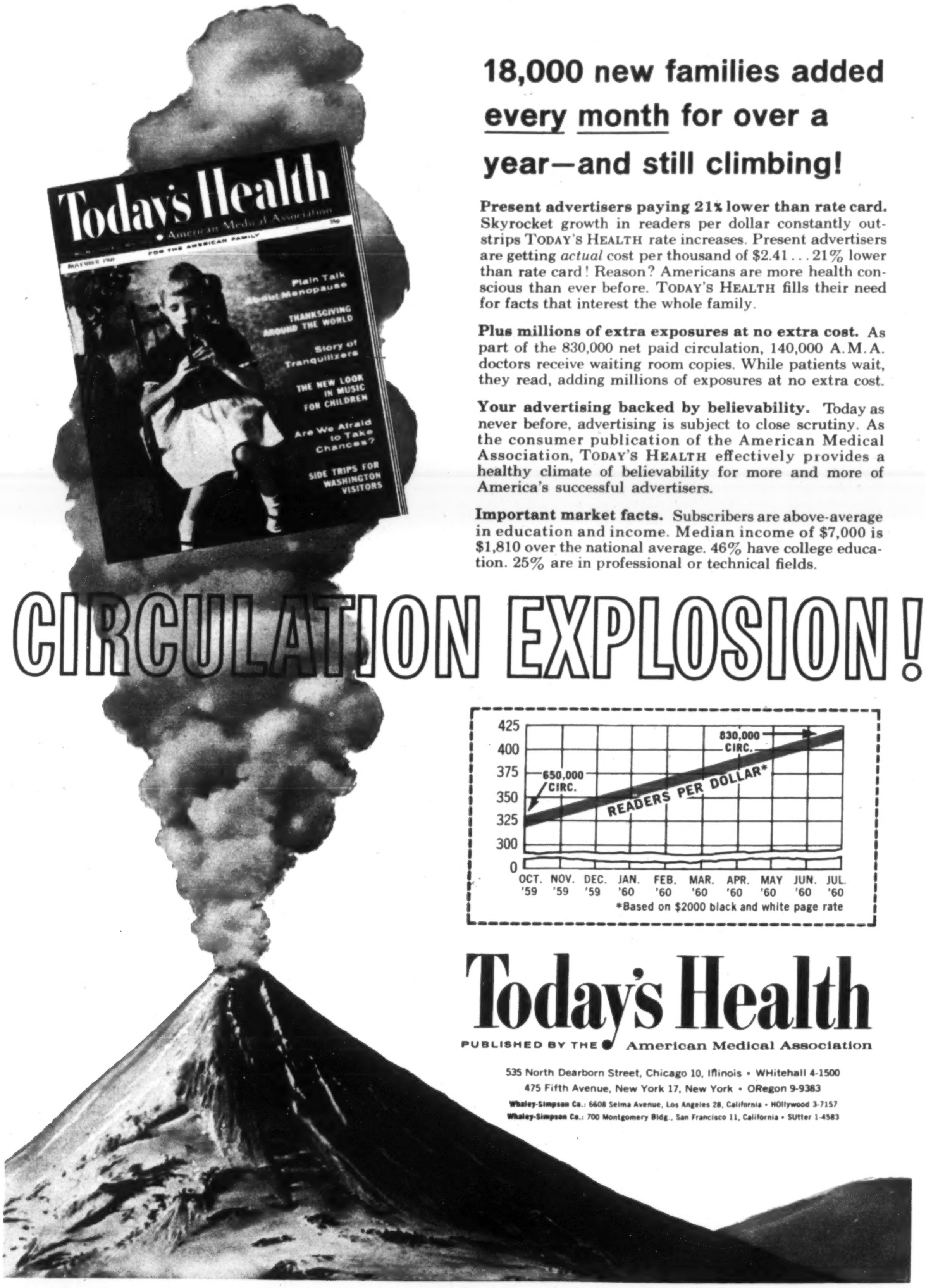
The California state legislature, San Francisco, will hold formal hearings Dec. 8-9 on alleged price-fixing among Northern California druggists. The assembly committee on social welfare will concentrate its investigations on prices charged for drugs purchased by public welfare agencies. The hearings will be held to determine if the state is allocating its money wisely in purchasing medical care under California's multi-million dollar program, Phillip Burton, Democratic assemblyman, said.

'GP' Appoints Hogg

American Academy of General Practice, Kansas City, Mo., has appointed H. Robert Hogg eastern advertising representative of *GP*. Mr. Hogg, who will headquarter in the New York office, formerly was technical sales representative in chemicals sales for E. R. Squibb & Sons, New York.

Randolph Names Hailer

Randolph Associates, Wellesley, Mass., has appointed Donald G. Hailer an account executive. Mr. Hailer was formerly with Madewell Co., Boston, and Addington-Walsh art service, Norwood, Mass.



18,000 new families added every month for over a year—and still climbing!

Present advertisers paying 21% lower than rate card. Skyrocket growth in readers per dollar constantly outstrips TODAY'S HEALTH rate increases. Present advertisers are getting *actual* cost per thousand of $2.41 . . . 21% lower than rate card! Reason? Americans are more health conscious than ever before. TODAY'S HEALTH fills their need for facts that interest the whole family.

Plus millions of extra exposures at no extra cost. As part of the 830,000 net paid circulation, 140,000 A.M.A. doctors receive waiting room copies. While patients wait, they read, adding millions of exposures at no extra cost.

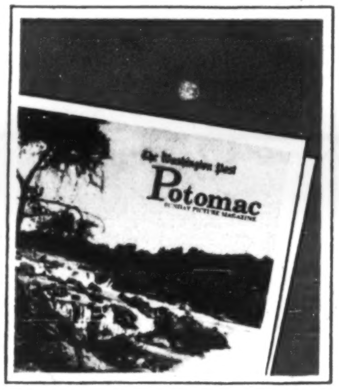
Your advertising backed by believability. Today as never before, advertising is subject to close scrutiny. As the consumer publication of the American Medical Association, TODAY'S HEALTH effectively provides a healthy climate of believability for more and more of America's successful advertisers.

Important market facts. Subscribers are above-average in education and income. Median income of $7,000 is $1,810 over the national average. 46% have college education. 25% are in professional or technical fields.

PUBLISHED BY THE American Medical Association

535 North Dearborn Street, Chicago 10, Illinois • WHitehall 4-1500
475 Fifth Avenue, New York 17, New York • ORegon 9-9383
Whaley-Simpson Co.: 6608 Selma Avenue, Los Angeles 28, California • HOllywood 3-7157
Whaley-Simpson Co.: 700 Montgomery Bldg., San Francisco 11, California • SUtter 1-4583

New in Washington, D.C. starting February 5, 1961, The Washington Post's "Potomac" Sunday picture magazine — a local rotogravure magazine that will reach two-thirds of the Washington market and nearly 50% more families than any other Washington Sunday paper.



Member Metropolitan Sunday Magazine Group

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

Harding Hits Martineau Slur at 15% System

(Continued from Page 1)

ly, Mr. Harding said.

"Now it should go without saying that any agency—with any client—can make any arrangement that is satisfactory to them both. There is nothing new about this.

"But regardless of *arrangement* in all reputable agencies, the goal is and always has been to help clients sell more products at a profit to them. This is a vastly different goal from simply investing more for advertising," Mr. Harding said.

"Agencies can be successful only if their clients are successful. This is good business—and it's no secret! Any competent agency knows that only what is best for its clients is best for itself—that only as clients grow can the agency grow with them—and that only the agency's best judgment will provide the best assurance for this growth.

■ "To permit venal desires to influence its judgment would be the silliest kind of agency practice. The truth is—most agencies do think first of what is best for the client. This is no more a matter of ethics than it is of enlightened self-interest.

"For if self-preservation is the first law of nature, thinking in the best interest of the client is the first law of agency self-preservation.

"Gentlemen, just because someone else does so, let's not get our bailiwicks mixed. 'Downright unethical,' indeed," Mr. Harding said.

Ads Exaggerate Non-Skid Properties of Tires, Prof Finds

MADISON, WIS., Dec. 1—Some tire advertisers occasionally get carried away and present misleading information on the use of their tires in winter. This is unfair to the majority of companies, which stick to facts.

That's the conclusion of Archie H. Easton, a University of Wisconsin research professor and director of its motor vehicle research laboratory, who has conducted winter driving tests on Wisconsin's ice and snow for the past dozen years.

Chairman of the National Safety Council's committee on winter driving hazards, he also cited its resolution warning that "misleading advertising concerning non-skid properties of tires can become an indirect cause of costly traffic tieups and painful accidents by leading motorists into taking risks of which they are not fully aware."

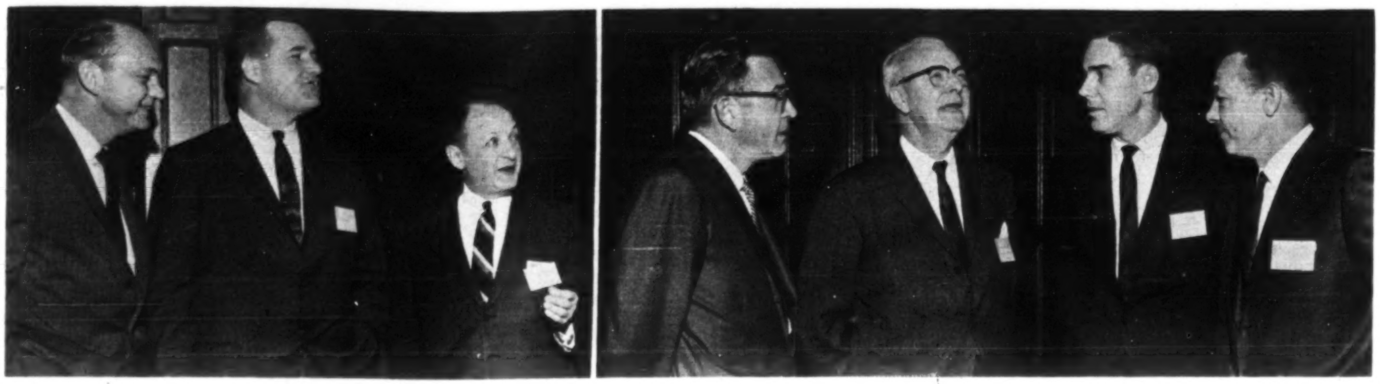
■ Prof. Easton, who is considered the outstanding expert on "coefficients of friction as related to winter road surfaces," said that of eight types of tires and traction devices commonly used, reinforced tire chains are best in over-all performance on both ice and snow.

He recommends that drivers select the tire that best suits their situation and always have reinforced tire chains in the car trunk. They are often needed for severe conditions, he said.

According to Prof. Easton, rural traffic death rates during snow and ice months are three times higher than in urban areas. #

Cerand to Parsons, Friedmann

Cerand Corp., Boston, division of Clarkeson Engineering Co., has named Parsons, Friedmann & Central, Boston, to promote its research and product-market developments in business and trade magazines.

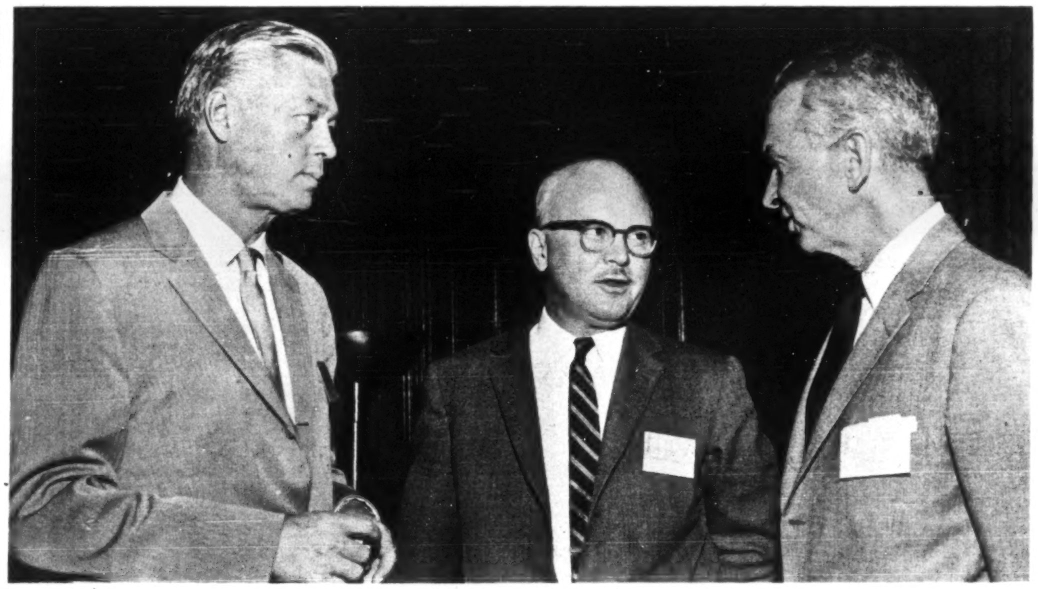


Carpenter Thornhill Rosen Willis Farran Mahlmeister Marshall

ADMEN IN DETROIT—*Relaxing at the East Central Four A's meeting were William Carpenter, J. Walter Thompson Co.; L. J. Thornhill, Campbell-Ewald Co.; Charles Rosen, W. B. Doner & Co., all of Detroit; Paul B. Willis, Hugo Wagenseil & Associates, Dayton; Charles Farran, Griswold-Eshleman Co., Cleveland; O. F. Mahlmeister and Roy A. Marshall, MacManus, John & Adams, Bloomfield Hills, Mich.*

Crawford Campbell Cox Sharp McKee Reed Richardson

4 A'S MEETING—*At the annual East Central region meeting of the American Assn. of Advertising Agencies were Prof. John F. Crawford, head of the department of advertising, Michigan State University; Colin Campbell, exec vp, Campbell-Ewald Co., and chairman of the East Central region of the Four A's; Edwin Cox, chairman, Kenyon & Eckhardt, and Four A's vice-chairman; Fred I. Sharp and John McKee, BBDO, Pittsburgh and Detroit, respectively; R. S. Reed and Bruce Richardson, Marsteller, Rickard, Gebhardt & Reed, Pittsburgh.*



King Howard Georgi

AGENCY TALK—*These three agency men were at the Four A's meeting in Detroit: Thomas J. (Tim) King, McCann-Erickson; Carl Georgi Jr., Campbell-Ewald Co.; and W. F. Howard, J. Walter Thompson Co.*

Booraem Asks 'Workable Plan' of TV Control

(Continued from Page 3)

networks," he explained.

Mr. Booraem conceded that there already are numerous groups reviewing tv fare, but the "machinery for supervising tv programs is a crazy quilt—a patchwork of overlapping responsibilities, of special interests, of different standards and degrees of effectiveness."

■ The agency executive said that the networks' continuity acceptance departments, which "pass on every word broadcast over the network facilities," have done a great deal of good. He added, "However the fact remains that they are a part of management of each network and they administer rules of self-conduct established primarily to serve the network. It follows and is a fact that each network's standards vary substantially—not so much in language as in application. Each such variation tends to give one or another of the networks a competitive advantage."

As for the NAB, Mr. Booraem explained that "It is dependent for its support on the very people it seeks to regulate: an effective source of authority cannot merely be an arm of a trade association . . . It appears that under the present setup, the NAB cannot bring to bear sufficient weight, either of economic power or of public opinion, to force an offending station back into line."

■ Adherence to the NAB Code of Good Practice by the independent producers of tv shows "is a sometime thing at best, and a matter of convenience in most instances," Mr. Booraem said.

Advertisers and their agencies still can wield considerable influence on the content of programs, but legally their power is limited, the OBM vp said. Networks usually counter advertisers' objections by saying that their continuity acceptance departments found nothing wrong with the material, he pointed out, adding that advertisers can and have refused to run their commercials in shows they consider to be in bad taste.

"The trouble lies, not with the kind of series the advertiser sponsors, but with specific offenses against good taste, with specific instances of violence," Mr. Booraem added.

■ A panel made up of the networks' continuity acceptance chiefs, James A. Stabile, vp of standards and practices of NBC; Joseph H. Ream, vp in charge of program practices with CBS; and Alfred R. Schneider, ABC's administrative vp, were unanimous in welcoming a conference to review tv's problems. All, however, insisted that the networks, as licensees, must retain final authority for what goes on the air.

Mr. Schneider said the elimination of violence cannot be legislated. "I cannot see how any one group can say what is excessive or not," he added.

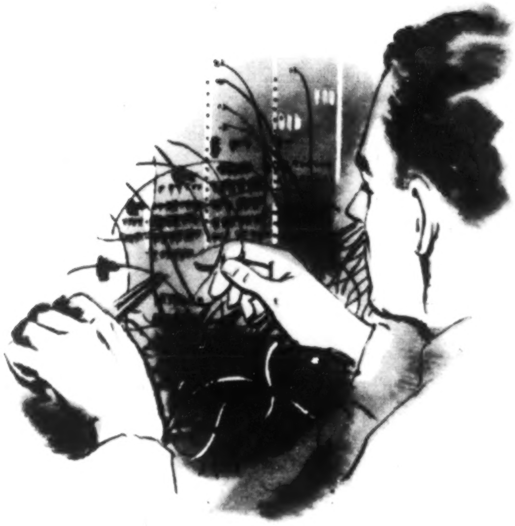
Edgar Kobak, a business consultant and onetime president of Mutual Broadcasting System, approved of a conference, but said that he would not ask the 4A's or the Assn. of National Advertisers to take part. Such a meeting should consist of strong, handpicked individuals from different segments of broadcasting, including programming and production and other departments, he recommended.

■ "If it were up to me, I wouldn't have the NAB operate the code committee," Mr. Kobak offered. The NAB has done a great job, but such a group should be an independent operation, he added.

E. K. Hartenbower, general manager of KCMO, Kansas City, Mo., and chairman of the NAB tv code review board, said that the code has been by and large extremely successful, and such a code "is unrivaled in our civilization today." Mr. Hartenbower then urged advertisers and broadcasters to seek to understand the code and live up to its practices. #

Cleveland Ponders Outdoor Ban

Action on a law to prohibit outdoor advertising within 660′ of limited access highways or parkways is under consideration by the Cleveland city council. The law contains a proposal to force the removal of existing outdoor signs in the prohibited areas within a year.



Computers are basically
an arrangement
of simple switches.

A switch is closed,
or it isn't. A spot is
magnetized, or it isn't.
Current flows, or it doesn't.

This clear-cut, "yes-no"
approach insures absolute
accuracy and reliability.

News too, either breaks,
or it doesn't. For the first
report, electronic executives
and engineers reach for
Electronic News. They know
that EN shares the
computer's qualities
of speed, accuracy and
reliability.

on-off
yes-no
go-no go

Today's Index
Electronic News®
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
Military Spec Setu

Woodward Greiner, Canada Agency, to Go on All-Fee Basis

(Continued from Page 1)

association with most of its clients "has been on a commission-plus-fixed-monthly-retainer-fee basis." The agency said that as clients switch to the all-fee setup, based on hourly time charges, retainer fees will be discontinued. By the fall of next year, it said, it will have an all-fee remuneration basis operating with all clients.

■ Mr. Woodward said that the agency was franchised by the Periodical Press Assn. and that it envisaged "no conflict between its new policy and the terms of enfranchisement by that association."

Mr. Woodward said he believed there was a specific clause in the regulations of the Canadian Daily Newspaper Publishers Assn. "forbidding advertising agencies to rebate all or any part of their media commissions to clients," but that his shop, a "purely industrial" operation, would not be affected by CDNPA regulations.

"Interestingly enough," he said, "there is no such clause in the agreement which we sign annually with the Periodical Press Assn.," which comprises business and other magazines and farm papers in Canada.

■ Mr. Woodward said he felt that "inequities of remuneration" are building up pressures in Canada "against the traditional commission system" and that he believed "it is likely that other agencies will, for their own good reason, do away with this absurd system."

The agency boss listed Canadian Refractories Ltd.; Canadian Salt Co.; Dominion Tar & Chemical's coal tar products division; Combustion Engineering-Superheater Ltd.; and the Robert Mitchell group of companies as clients "whose 1961 programs will be conducted on the professional fee basis." He added that all new clients for the agency's Toronto office would be signed up on the fee basis.

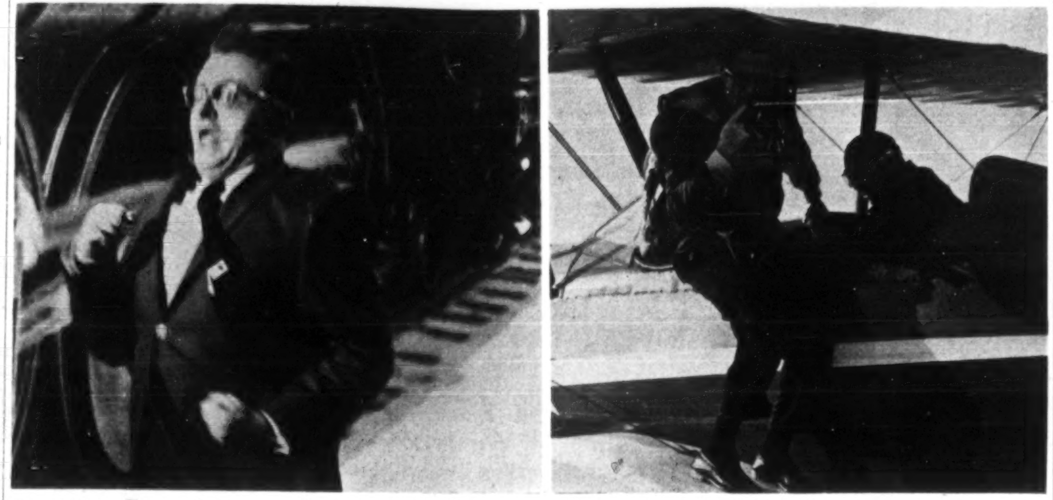
■ "Our clients will pay only for services actually performed," he said. "There will be no large profit accounts and no loss accounts which must be subsidized by profitable clients. Nor will any accounts be too small to handle, nor neglect of clients occur because of uncertain return."

Mr. Woodward said he would describe his company as "counsel in industrial marketing communications" rather than an advertising agency. The latter term, he said, is no longer applicable. Woodward Greiner, in addition to budget planning and creation and placement of business publication advertising, also prepares editorial material, technical literature, technical papers, direct mail, catalogs and industrial photography. #

FTC Won't Drop Price Plaint Against Klein in Landmark Case

The Federal Trade Commission has refused to dismiss its complaint against S. Klein Department Store, New York. In May, the FTC charged that the store injured competition and misled the public with fictitious price ads (AA, May 30). It is considered a landmark case because it represents an effort by the FTC to determine whether advertising in interstate commerce puts a business man within the FTC's jurisdiction.

In its answer, Klein had claimed that since the FTC did not charge that it had sold goods across state lines, the store was not subject to FTC jurisdiction. But in a formal order, the FTC now has ruled that "interstate communications for commercial purposes constitute commerce within the meaning of the constitution."



THE CHASE—*Four-minute tv ad for Insurance Co. of North America includes these sequences as home-owner chases his INA agent. Filming the parachute sequence almost ended in disaster as one stunt man jumped into the 'chute of a second stunt man, almost causing the 'chute to collapse.*

Stunt Man Nearly Cashed in Policy in Insurance Ad Spot

PHILADELPHIA, Dec. 1—The Insurance Co. of North America will climax its $300,000 11-week fall ad campaign with a long, complex commercial over NBC-TV that nearly cost the life of a stunt man in the making.

The commercial is scheduled for the "Today" show Dec. 5. The four-minute, two-part special features an arduous race against a fire truck, a freight train, 12 midget racing cars, and an airplane—complete with parachute jumpers.

The reason for all the effort behind the commercial is to call attention to the 10th anniversary of Insurance Co. of North America's Homeowner policy—which the company says is the first insurance "package" to offer multiple protection against various risks to the home.

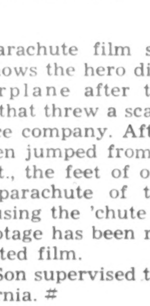
■ In the commercial, aided by an enormous birthday cake and specially prepared film clips on rear projection, Dave Garroway will narrate and demonstrate the adventures of a homeowner who suddenly realizes that ten years have gone by without his availing himself of a Homeowner's policy. He frantically sets forth to find his INA agent, hence the race with the fire truck, racing cars, airplane, etc.

■ It was the parachute film sequence, which shows the hero diving from an airplane after the insurance agent, that threw a scare into the insurance company. After the two stunt men jumped from a height of 3,000 ft., the feet of one landed on the parachute of the other, almost causing the 'chute to collapse. This footage has been retained in the edited film.

N. W. Ayer & Son supervised the filming in California. #

McGraw-Edison Names Lewis Toastmaster Ad Manager

Earl W. Lewis has been named advertising manager of the Toastmaster division of McGraw-Edison Co., Elgin, Ill. Mr. Lewis formerly was vp and account executive of Meyer Merchandising Service.



Earl W. Lewis

He also has been ad and sales promotion manager of Ekco Products Co. and merchandise manager of Mystik Adhesive Products. The post of Toastmaster ad manager has been vacant since Don Whiting resigned last spring.

Research Can't Tell Effectiveness of Ads: Bonomo

(Continued from Page 1)

our media plan is successful because our business has responded admirably. But might we be better off with 100% tv, or 100% newspapers, or 100% skywriting?

"Objective research has not yet answered these questions on the selling power of various media choices, and we have had to be guided almost exclusively by judgment."

■ Operations researchers who construct mathematical models to determine how much should be spent on advertising are premature, Alfred Watson, vp of Alfred Politz Research, told the meeting.

Mr. Watson maintained that, given the present state of knowledge, it is not possible for such models to reveal the general relationship between advertising dollars spent and total sales obtained. This is so, he explained, because advertising has too many variable factors that cannot be controlled.

■ Arthur Wilkins, a Benton & Bowles researcher, also criticized operations researchers. He complained that operations research studies have disregarded advertising copy as a variable, considering all advertising efforts as being just about equally effective.

Mr. Wilkins said this was unrealistic. "Is it reasonable to assume that the great majority of advertising campaigns produced by professional advertising agencies are all about equally effective?" he asked. He pointed out that even "the highly talented copywriters" at B&B have occasionally produced advertising "found to be unpersuasive."

■ John F. Magee, head of the operations research group at Arthur D. Little Inc., was the most sanguine of the speakers today, but he said that little progress is likely to be made in determining advertising effectiveness until advertisers become willing to spend money on sustained experimental research to get the answers. Advertisers want the answers, he observed; but they want them quickly and without any great expenditure of funds. #

'Miami News' Boosts Yawn

The *Miami News* has promoted J. Luckett Yawn Jr. from business manager to general manager, a post vacant since the resignation of John L. Foy in August last year. Mr. Yawn joined the *News* in 1958.

Market Test Can Be Too Costly, Say 'This Week' Panelists

NEW YORK, Dec. 1—Overspending can be as bad as underspending when test marketing a drug or toiletry product.

- Inadequate advertising and promotion are a major cause of new product failure.
- Drug store executives generally place major emphasis on a manufacturer's reputation, product quality and profit structure in considering new products.

■ These were some of the main points included in *This Week Magazine's* eighth biennial drug and toiletry study, issued today.

The report, dubbed "New Dynamics in Drugs and Toiletries," is crammed with success stories, sales reports of leading drug chains, and nuts-and-bolts information on the consumer market.

A highlight of the study is a detailed report by *This Week's* newly-created drug industry panel, comprised of top executives of seven leading drug chains.

In a discussion of new product failure, the panel agreed that many new products fall flat because of insufficient pre-selling.

■ "The most common errors made by manufacturers are insufficient lead time, lack of a well-timed program, and not enough knowledge of new products by manufacturers' representatives," the panel said. It agreed that "at least two weeks" is needed for distribution and display of new products before advertising breaks.

On advertising new products, the panel agreed that too much advertising can be "disastrous."

"Saturation advertising can create some strange sales results in a market test," the panel said. "Frankly, we have yet to hear of the unsuccessful market test. We therefore naturally tend to regard market test information with a somewhat jaundiced eye.

"Overspending is equally as bad as underspending. In either case, the results can be disastrous when establishing a national promotion program."

■ The "three most commonly committed errors in test marketing," the panel continued, are (1) failure to select an average market; (2) failure to measure other sale factors; and (3) failure to expose the product to "competitive counter attacks."

In addition to new product information, *This Week's* study also includes facts and figures on sales of leading chain stores and drug and toiletry products. #

Judge Dismisses Anti-Newhouse Suit Second Time

SYRACUSE, N. Y., Dec. 1—A federal district court judge, who had once before thrown out of his court a $1,088,112 anti-trust suit against Publisher Samuel I. Newhouse and his two newspapers and radio-tv station here and had been ordered by the U. S. court of appeals to reconsider it (AA, Sept. 17, '56), again has dismissed it.

Judge Stephen W. Brennan held that Syracuse Broadcasting Corp., operator of WNDR, Syracuse radio station, had failed to establish proof of its allegations that the Newhouse properties offered "package deals" to advertisers, thus making it difficult for WNDR to compete.

Syracuse Broadcasting had alleged, among other claims, that the Newhouse newspapers had combined advertising rates to obtain a lower differential, damaging the plaintiff.

Defendants in the action, initiated in 1952, were Mr. Newhouse; the Herald Co., publisher of the *Herald-Journal;* the Post-Standard Co., publisher of the *Syracuse Post-Standard;* and the Central New York Broadcasting Corp., operator of WSYR.

■ Dismissing the suit Aug. 19, 1955, the judge had said in his decision: "It seems to me the plaintiff is not in direct competition with the two newspapers, and it seems apparent that the dissemination of news by a newspaper differs essentially from the news broadcasts of a radio station. Likewise, newspaper advertising differs from the advertising matters broadcast from a radio station." #

U. S. Charges Squibb 'Misbranding' in Claims for Vitamins

BOSTON, Nov. 30—The Justice Department this week swooped down on the Cambridge, Mass., plant of E. R. Squibb & Sons and seized 30,000 bottles of vitamins and some 2,000 pieces of promotional literature describing their uses.

The seizure order, obtained in federal court here, was based on a complaint by the Food & Drug Administration that the vitamin products were "misbranded" as a result of claims made for them. The FDA challenged the promotional claims that the Squibb vitamins were "a suitable corrective for all aspects of an inadequate nutrition," and that they had a variety of therapeutic uses.

■ Squibb, a division of Olin Mathieson Chemical Corp., issued a statement today to point out that:

1. This was the first such action against the company in its more than 100-year history.

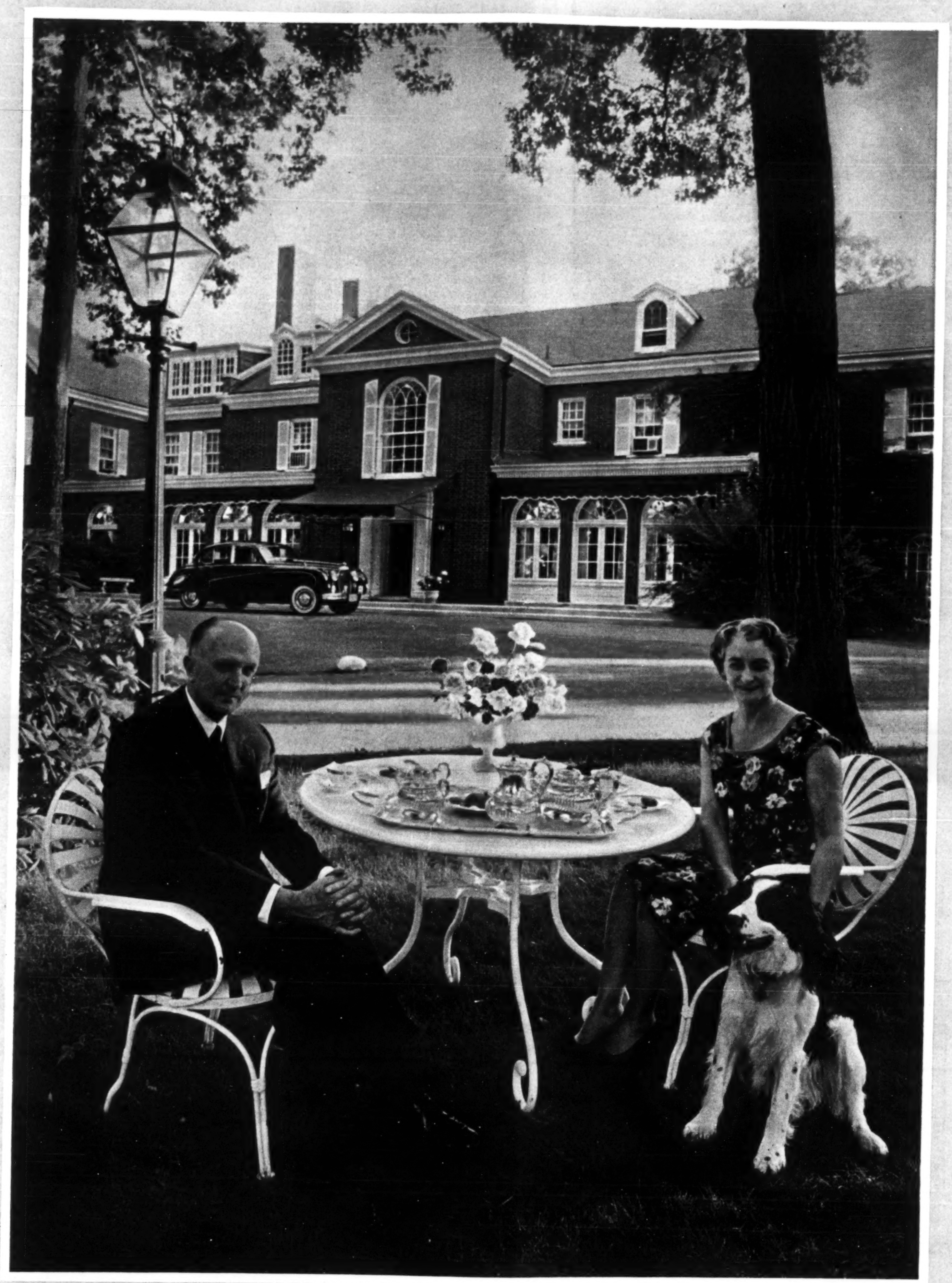
2. The government had not questioned the quality of the products.

3. The complaint was based on a "technicality" involving "wording in our information material for pharmacists and other promotional material for consumers."

4. The seizure in no way affected the sale of these Squibb products anywhere. #

ITT Kellogg Names Tremblay

ITT Kellogg, a division of International Telephone & Telegraph Corp., Chicago, has appointed Hugh J. Tremblay manager of marketing and sales of its communications systems department. Mr. Tremblay was formerly coordinator of communications systems programs.



The Embassy of Australia

His Excellency, the Ambassador of Australia to the United States and Mrs. Howard Beale-photographed at the Australian Embassy in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.
REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division: WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

Illinois' Fastest Growing
Metropolitan Area in Retail Sales . . .
Remarkable ROCKFORD

Remarkable Rockford's rate of retail sales increase from 1954 to 1958 was 24.1%, placing them in the 54th spot in the United States in rank of growth rate and putting Rockford's pace far ahead of all other standard metro areas in Illinois. This fact was revealed by Dr. H. P. Alspaugh, marketing consultant, in a special report published in MEDIA/SCOPE magazine.

Just more proof that Remarkable Rockford is the hottest market in Illinois! You can reach the "able-to-buy" people in this abundant market through the columns of the newspapers they *ask* to have delivered to their homes.

● FIRST in ILLINOIS in Population and Sales (outside Chicago)

ROCKFORD MORNING STAR & Register-Republic
Finest FULL COLOR Facilities

B&B Boosts Four

Paul Wason and Wayne Stuart-Bullock, creative supervisors of Benton & Bowles, New York, have been elected vps. Lee Currlin, B&B vp and associate media director, has been promoted to vp and manager of the media department, succeeding Harold Miller, who has resigned to join Grey Advertising Agency as vp and associate media director. Rudy Maffei, assistant media director, has been advanced to associate media director, succeeding Mr. Currlin.

S. R. Leon Adds Two Accounts

S. R. Leon Co., New York, has been named to handle advertising for Bridgeport Fabrics, Bridgeport, Conn., maker of weatherstripping, Slikkit lubricant and webbing for outdoor furniture. Leon also has been named to handle advertising for American Writing Paper Corp., Holyoke, Mass. The account, estimated to bill about $150,000, formerly was with Fairfax Inc.

75% of Iowa's
retail sales are made
in areas
covered by 50,000 watt
WHO RADIO!

DES MOINES is the heart of Iowa. It is the state's largest city. But its Metropolitan Area accounts for only about 9% of Iowa's retail sales.

In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approximately 38% of Iowa's consumer spendable income.

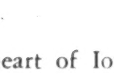
This means approximately 62% of Iowa's retail sales are made *outside* of *any* metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (*plus* a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . *America's 14th largest radio market!*

WHO Radio is alert, alive, aggressive! It *belongs* on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. *(Source: SRDS—Oct. 1, 1960)*

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%



WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *Representatives*

Pilkington Unit Hears Broadcast Pleas in Britain

LONDON, Nov. 29—Representations are now being made to the government-appointed Pilkington committee on the subject of commercial radio and toll tv.

The Pilkington committee was set up "to consider the future of the broadcasting services in the United Kingdom, the dissemination by wire of broadcasting and other programs, and the possibility of television for public showing; to advise on the services which should in future be provided in the United Kingdom by British Broadcasting Corp. and Independent Television Authority; to recommend whether additional services should be provided by any other organization; and to propose what financial and other conditions should apply to the conduct of all these services."

Under its chairman, industrialist Sir Harry Pilkington, the 12-member committee started work on its gigantic task last month.

■ Proprietors of more than 150 provincial and London suburban morning, evening and weekly newspapers have decided to submit a collective memorandum to the committee on the subject of local radio stations.

They are in favor of the broad principle that local radio stations, independent of the BBC, should be permitted.

They believe that local newspapers, with their existing editorial organizations, their wide local knowledge and their experience of, and respect for, their responsibilities in the service of their communities, are especially suited to operate such stations, said a spokesman for the group.

■ Representations are also being made to the committee on behalf of British Telemeter Viewing, a new company formed last week, which has acquired the British rights to the Telemeter television system developed by Paramount Pictures.

The new company, with a capital of $2,800,000, includes the government-backed British Lion film company; N. M. Rothschild & Sons, the banker; Granada TV Network; the *Financial Times;* the *Guardian;* and Schlesinger Investments, with which British movie magnate Sir Michael Balcon is associated.

Acting head of the new company is Robert Allan, Conservative member of Parliament. Discussing the prospects of coin-in-the-slot tv, Mr. Allan said:

"We hope to have it here soon. First it has to commend itself to the Pilkington committee, which is currently considering the future of tv. Then it has to be approved by the government.

■ "It ought to be here by 1963, and I am sure there is a rosy future for it. We plan to offer at least three alternative programs—good films, first-class plays, opera, ballet, popular shows and entertainments of that kind."

Instead of a direct line connecting the home viewer with the operating company's central studio, there is likely to be an alternative method, in which the signal is broadcast in the normal way, picked up by the receiver antenna but only available after insertion of a coin brings the circuit into use.

"We think costs will vary from 2s. to 10s. (28¢ to $1.40) per program," said Mr. Allan. "Our intention is to arrange

"Just a
BEAUTY-QUICK
Minute
Dear!"
NEW... a spray starch thrifty enough for all your starchables!
SPRAY STARCH
BEAUTY QUICK Spray Starch

TEST—*Wilco Co., Los Angeles, is testing Beauty-Quick Spray starch in the Los Angeles area via newspapers, Sunday supplements, television and the regional edition of Reader's Digest. Edwin C. Dunas Co. is the agency handling.*

weekly programs—films, plays, shows, and other events—and each one will be repeated several times during the week, rather like a cinema show. If you miss something one evening you will have a chance to see it later in the same week." #

John W. Shaw Adds Four to Strengthen Broadcast Staff

John W. Shaw Advertising, Chicago, has added four persons with broadcast backgrounds in an expansion of its radio-tv activities. Stuart H. Berg, former Kenyon & Eckhardt radio and tv commercial producer, has been named radio-tv production director. George A. Wilcox, former media and broadcast supervisor and broadcast account executive with Leo Burnett Co., has joined Shaw as vp and media director. He will also be a member of the agency's marketing committee.

Maydawn Murray, formerly in charge of radio and tv traffic at Campbell-Mithun, has been appointed assistant radio-tv manager. John L. Albright has joined Shaw's copy department, coming from Wade Advertising, where he was copy supervisor and assistant to the creative director.

Barlow Adds Account

Barlow Advertising Agency, Syracuse, has been appointed to handle national advertising, product publicity and corporate public relations for Brewer-Titchener Corp., Cortland, N. Y., maker of steel chairs and tables, hardware units, marine and industrial hardware and forgings and stampings. Taylor M. Ward Inc., Ithaca, is the previous agency of record.

Rosenthal Adds Gift Maker

Andre Pierre division of Keen Industries, Chicago, has appointed Albert Jay Rosenthal & Co., Chicago, to handle its advertising and pr program. Bozell & Jacobs previously handled the account of the manufacturer of giftware and importer of artificial flowers, which plans to spend $100,000 next year, chiefly in print media.

Lindquist to Fred Niles

Norman C. Lindquist, formerly in charge of network and regional sales in the Chicago office of Ziv-United Artists, has been named vp in charge of the industrial sales division of Fred A. Niles Productions. He shares sales responsibility with Max Pride, vp in charge of the agency sales division.

Robinson to Ketchum

Clark L. Robinson, former senior art director of Cunningham & Walsh, New York, has joined the New York office of Ketchum, MacLeod & Grove as creative director, a new post. He will supervise art, copy and production and coordinate these activities with William E. Pensyl, vp and director of creative services in the agency's Pittsburgh home office.

ELGIN
AURORA
JOLIET
ILLINOIS

NORTHERN ILLINOIS
MARKET ON THE MOVE!

Sell the largest Illinois market outside Chicago through three vigorous and influential newspapers: *Elgin Courier-News, Aurora Beacon-News,* and *Joliet Herald-News.*

Elgin, Aurora, and Joliet are the major trading centers for the Northern Illinois "Market on the Move"—a spectacular, seven-county growth area reaching outward from Chicago.

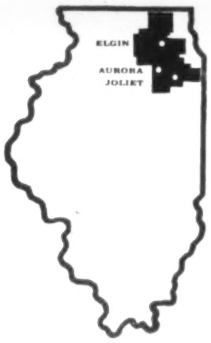
Retail sales for the seven counties totaled an estimated 950 million dollars last year. And trends in industrial employment, capital investment, and population growth all indicate accelerated development in the 60's.

Sell this Greater Northern Illinois Market. Advertise in the *Elgin Courier-News, Aurora Beacon-News,* and *Joliet Herald-News.* When you buy all three, you save 9½ cents a line.

ELGIN COURIER-NEWS
AURORA BEACON-NEWS
JOLIET HERALD-NEWS

COPLEY NEWSPAPERS: 15 HOMETOWN DAILY NEWSPAPERS COVERING NORTHERN ILLINOIS — SPRINGFIELD, ILLINOIS — SAN DIEGO, CALIFORNIA — AND GREATER LOS ANGELES. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. **REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.** (NELSON ROBERTS & ASSOCIATES)

"THE RING OF TRUTH" Copley Newspapers



but the television audience

votes every night..

One day, come every four years, the electorate turns out to choose its President — and, come that same night, sits down to see *how* it turned out.

In doing so last week, the vote for the most election viewing went, convincingly, to Network Z. (It's smart politics not to name your opponent.)

Now, while in the credit-where-it's-due department, let us not forget that the *television* audience votes every night. And dial twisting, like lever pulling, can shift the vote from minute to minute.

By Popular Majority

That the dial twisters have, from recent week to week, shifted to ABC is now a matter of simple, available record.

So, too, went the voting for the week ending November 13. As the chart shows, this Nielsen TV Report* gives ABC a clear lead in audience. Despite, we repeat, Network Z's victory on Tuesday night.

	Rating Entire Week Ending Nov. 13	Rating Entire Week Excluding Election Night
ABC-TV	**19.4**	**20.6**
NET Y	19.1	18.2
NET Z	17.9	15.7

*Source: 24 Market Nielsen TV Report, week ending Nov. 13, 1960, Average Audience. Sun. 6:30-11 PM., Mon.-Sat. 7:30-11 PM.

By nights of the week, if that's your gauge, ABC led four times (Sunday, Monday, Thursday, Friday). Net Z took Tuesday (Election Night) and Wednesday.

The Margin Grows

What happens when you look at the numbers uncluttered by the complication of election preemptions? When you base your rating on how the networks fared for the five nights following the Election Extravaganza? The margin grows bigger: ABC leads with 20.5... Net Y is second with 18.2... Net Z last with 16.4. (Actually this is a *bigger* rating for ABC than we rolled up for the same five nights of the previous pre-election week.)

Enough figures. Whether your measuring standards are broad or narrow in gauge, one truth emerges unchallenged. Where the 3 networks compete on an equal facilities basis,* where the dial twister can dial in all 3 networks, most of the time he dials in ABC.

Heritage Recalling

This, despite any pious pronouncements to the contrary, did not happen by laurel resting or heritage recalling. It was achieved by hard work, not hard words. By a belief in pioneering new programming patterns, by trend-*setting,* not trend-spotting. By recognizing that the dial twisters hold the voting and veto-ing power. By knowing that you have to be there with the *right* new twist when they start twisting the dials.

Significant case in point: We were there first with the Westerns . . . and then, with the right new twist in Westerns: *Maverick*. Today, with the noble declarations about *full* range programming obligations being tossed about, it is enlightening to note that Network Z leads in the *number* of Westerns on the air (just as it trails in audience).

This, of course, is their privilege. We're off pioneering again. This time, trend-setting in completely new television country with *The Flintstones* . . . TV's first adult cartoon series...and TV's top-rated show among *all* new entries this season.

Coming Events

In the public service area, similar pioneering strides are in evidence. There is television's most ambitious visual project—*Winston Churchill: The Valiant Years* . . . 26 chapters of living history. There is also a vital departure in documenting current events, co-produced with Time Inc., leading off with *Yanki—No!* . . . a non-punch-pulling exposition of the coming showdown in Latin America.

If any or all of this comes as news to you, we'll be pleased to fill in the details. For the moment, suffice it to say we are *where* we are because of *what* we are . . . a forward-moving network alive to the changing moves of the dial twisters.

How else can a network find and *keep* favor with them?

ABC TELEVISION

The Editorial Viewpoint . . .

The Newspaper Discount March

It appears as though the newspaper business is about to have frequency and continuity discounts thrust upon it. Until recently, most newspapers seemed unwilling to offer such discounts, looking upon them as more of a cut-price device than anything else.

But in recent months, a number of important national advertisers have indicated serious interest in using newspapers on a scale of volume and frequency which has been all too unusual in the past. The latest is Shell Oil, which is about to put the bulk of its promotion into a very substantial campaign in newspapers.

In a number of instances these advertisers, including Shell, have asked newspapers for frequency and continuity discounts; and as newspapers have become convinced that schedules of considerable magnitude are involved, and that there is a real opportunity to develop newspaper advertisers in the national field on a scale heretofore almost unknown, their willingness to discuss discounts has grown.

As Peter Benziger, of Ridder-Johns, newspaper representative, said last week, the increasing interest of newspapers in granting discounts is a good omen, but unfortunately too many different kinds and degrees of discount operations are developing. If this continues, he said, the business will end up in a state of chaos, with every newspaper setting its own scale, which is different from that hit upon by every other newspaper.

Mr. Benziger suggests that the Continuity-Impact-Discount plan evolved by the *Louisville Courier-Journal* seems to make sense, and points out that about 30 newspapers have already adopted it, in large measure. On the other hand, he says, about 100 additional papers have adopted discount plans that differ markedly from the Louisville model, and this, he says, is bad.

The wide variety of types of plans, he says, comes largely from the lawyers' fears that if newspapers adopt the same plan, they will be subject to charges of collusion. Mr. Benziger suggests that the solution to this problem is to get some new lawyers, and we are inclined to agree with him.

Experiment in Foolishness

Two advertising agencies have called our attention to an account solicitation gimmick being used on their clients by a small agency on Chicago's north side, which would probably be humorous if it didn't have overtones of everything bad anyone can think of in the agency-client relationship.

The gimmick consists of mailing to prospective clients an invoice for $268.27 "for layouts, artwork, production and general agency services." Even though this is overprinted in red with "Credit Memo," most recipients apparently hasten to advise the mailer that they don't owe any such amount.

Such action brings a personal letter saying, "We are returning herewith our credit memorandum . . . Inadvertently the covering letter of explanation was initially omitted . . ." The covering letter which apparently is always "inadvertently" omitted, says:

"We have today issued to your company the amount of $268.27 covered by the Credit Memorandum, enclosed.

"This amount represents your proportionate share of our own advertising budget which we distribute to industry for the purpose of enhancing our Client Roster. This credit memorandum is valid for 90 days, and may be used to offset any billing for layout, artwork, production, or general agency services.

"Whatever your present advertising affiliation, you may use the enclosed credit amount at your own election without minimum restrictions or further obligation, with the one exception—that it must be used within 90 days from above date."

Quite clearly, someone thinks he has discovered a wonderfully clever gimmick. But we join one of our correspondents in suggesting this as "an agency solicitation method we can do without."

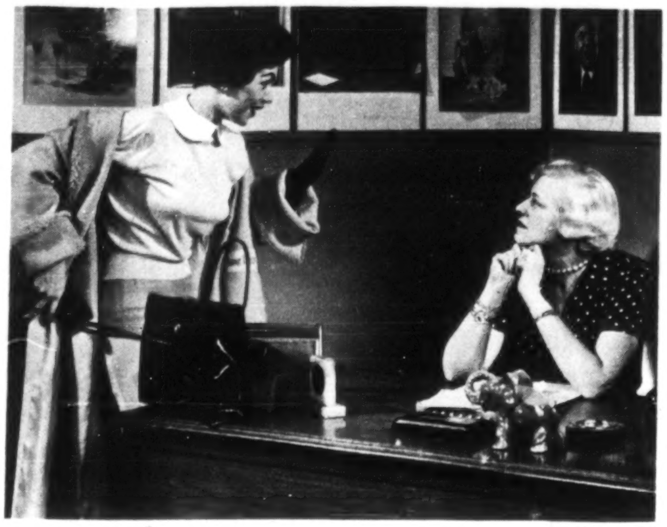
The Wonderful World of Figures

Some weeks ago, reading a wonderful story in *The New Yorker* about the work of Stanley N. Arnold, marketing and sales consultant and expert par excellence on consumer promotions, we were struck with the fabulous reports of what his "Treasure Island" promotion had done for Piel Bros. beer sales.

Piel's sales in supermarkets rose 27% in 1956 over the year before, the story said, and a repeated version of the "Treasure Island" gambit the next year brought another 23% increase. If our calculations are correct, a 27% gain in '56 would have brought Piel sales to 1,714,500 barrels in that year, as against 1,350,000 in '55; and in '57 another 23% increase would have meant sales of 2,108,835 barrels. But the generally accepted figures show Piel with 1,350,000 barrels in '55; the same amount in '56, and a modest increase—to 1,435,000 barrels—in '57.

Either the supermarket gains were purely temporary, or they were matched by losses in other outlets.

Gladys the beautiful receptionist



—Fritz Lisec, Merritt Owens Ad Agency, Kansas City.

"The poster model walked out when she heard the campaign called for 100% showing!"

What They're Saying . . .

Advertising Needs Research

Advertising must do more than just reach unbelievable numbers of people with unbelievable impact. If the public, to whom this advertising is directed, does not care, grows disinterested, then no matter how large its audience or how varied its tools of communication, advertising will have lost its power.

If the public considers advertising an economic waste, a series of tricks, a form of mass persuasion, a waste maker . . . if the public's *knowledge* is *wrong*, then advertising can lose much of its ability. But if the public doesn't care, loses interest in advertising, then there is no advertising.

Today, it is not what we know that can hurt us, it is what we don't know. And it is not what we know that's dangerous, it is what we don't care about that's dangerous. If our research shows the public has misinformation about our industry, then we can correct it. If the public doesn't care, then I believe it is our responsibility to make them care.

—Norman E. Cash, president of the Television Bureau of Advertising, at the bureau's sixth annual meeting in New York.

As It Must to All Editors

ERROR

We don't make nearly as many errors as the LETTERS columns seem to indicate. In fact, our accuracy average is quite high, and most of the errors we do commit are not serious. But once in a while we pull a goof that is, in the memorable designation of the late F. H. LaGuardia, a beaut. On Page 92 of last week's issue we advertised that this week's issue would contain AMERICA MUST GROW, an article by Walter Lippmann. In truth, the Lippmann article had been published in the November 5 issue. The four editors who let the error slip past them were beheaded, of course.

—From The Saturday Evening Post, Nov. 17.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The 1961 Dart "is priced, model for model, with Ford and Chevrolet."

How about Plymouth?

•

Since you can now drive a compact without loss of status, its advent has introduced some interesting price competition into the rent-a-car field.

•

A publicity man sued because his product wasn't mentioned by name in a magazine story he'd planted.

That's just one of the occupational hazards of the business.

•

Man's inhumanity to man is recounted by a wife in the firings which follow the loss of a big agency account, but the hardest hard heart is in the breast of the restless, demanding client.

•

Now that we are approaching the good cheer of the holidays, *Business Week* gives half of its spread in AA to *Farm Journal*, and *Reader's Digest* makes the same generous gesture to the Leo Burnett Co.

•

"Too many advertisers," asserts B&B, "are depending on insistence and persistence alone."

Why, they're just mean old naggers.

•

Miller Brewing Co. is having such a hard time forcing its $11,000,000 on the stockholders of the Burgermeister Brewing Corp. it's had to go to court to try to enforce the sales contract.

•

"Dailies asked for discounts," headlines the world's greatest advertising journal.

The printer can keep that line standing.

•

"You," says an agency looking for a media director, "can help us make logical, creative, unbiased and totally substantiated media proposals based on a factual marketing approach."

Are media proposals ever totally unsubstantiated?

•

Some publishers reading the details of the Shell Oil-Ogilvy compensation plan are wondering and worrying about what actually happens to the good old 15%.

•

"Submit resume including earnings record and salary requirement," suggest a classified advertiser.

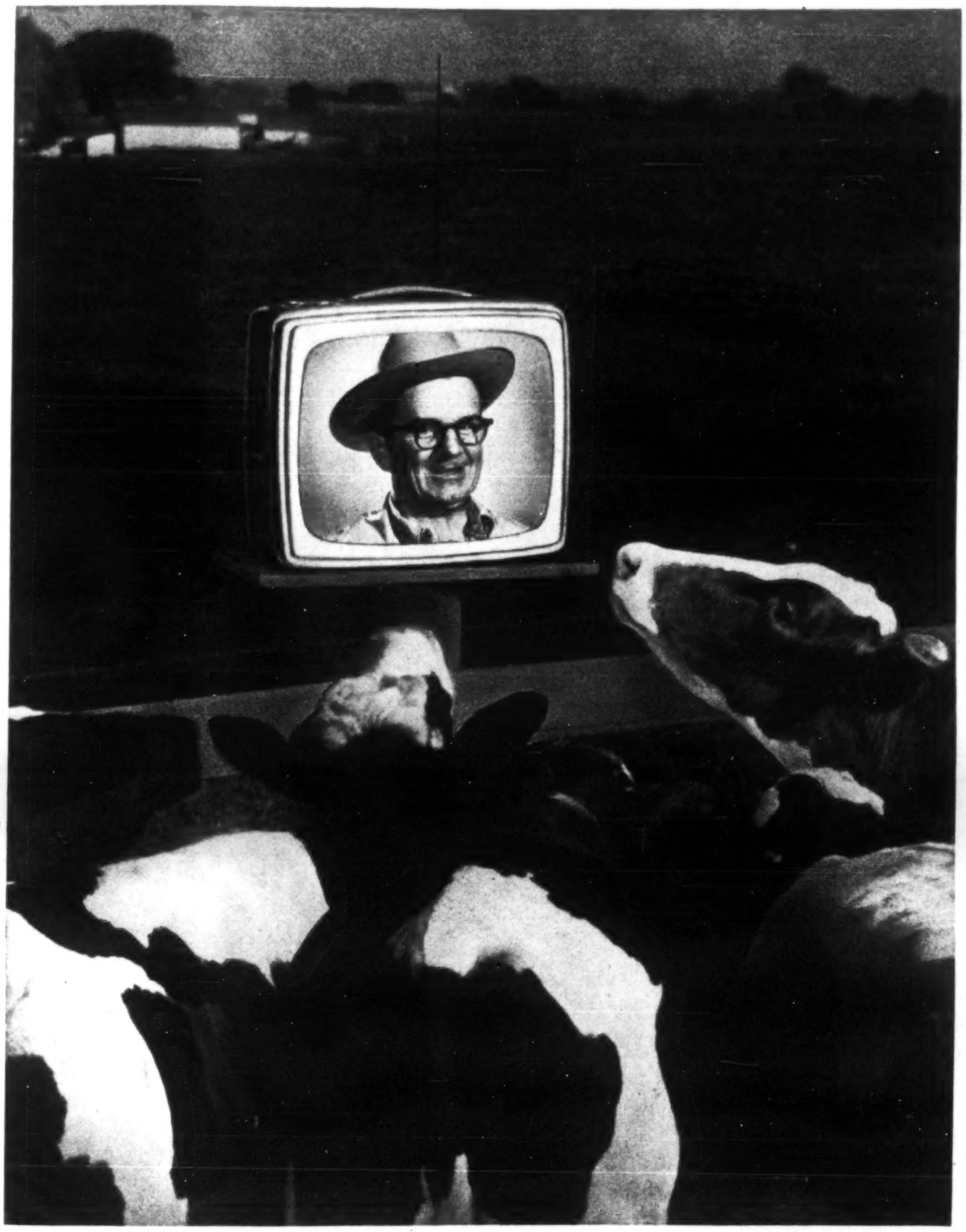
Of course they don't have to be too close together.

•

People have been talking about the baker's dozen even though it has long since disappeared, but *This Week Magazine* has revived it with a bonus page for its regular 13-time advertisers.

COPY CUB.

What's the cost per thousand cows?



"I don't give a hang about cost per thousand," said the client, "I want to advertise to the people who have the most cows."

With this challenge our special media research group went to work and came up with a television spot program based on the cost per thousand cows.

The client approved the program and it worked.

We don't pretend that something like this happens every day, but we do think it points up the fact that the creative approach to a problem can pay off in many ways outside of the copy and art departments.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

OFFICIAL
1960 U.S. CENSUS

corporate TUCSON

(Including South Tucson which lies completely within the corporate limits of Tucson)

219,896

3rd LARGEST CITY
IN THE 8 ROCKY MOUNTAIN STATES

DENVER	493,887
PHOENIX	439,170
TUCSON	**212,892**
South Tucson	7,004
ALBUQUERQUE	201,189
SALT LAKE CITY	189,454

TUCSON, ARIZONA MARKET

	1950 Census	1960 Prelim.	1960 Final	10-year Num. Gain	10-year % Gain
Metropolitan Tucson	141,216	261,428	265,660	124,444	88
R. T. Z.	238,224	402,488	408,225	170,001	71

IF YOU WANT TO COVER ARIZONA, THE STAR and CITIZEN ARE A MUST!

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

HAROLDS CLUB
HAROLDS CLUB
Amazingly Different
Our 25th Year
RENO, NEVADA
RENO, NEVADA
HAROLDS CLUB
WORLDS LARGEST

HOUSE OF GAMES—*This is the cover of one of Harold's Club's widely disseminated travel brochures. The brochure promotes scenic qualities of the area as well as the club's specific attractions.*

Ubiquitous Outdoor Boards Only One Phase of Harold's Club's Advertising

Harold's Also Heralds Lures via Direct-Placed Broadcast, Newspaper Ads

RENO, Nov. 29—The major role played by advertising in building famed Harold's Club from a tiny "white-mouse" roulette game into a multi-million dollar gambling house is hereinafter outlined by Raymond I. Smith, who started the club in 1935 with "a $500 stake and some ideas."

"Advertising," Mr. Smith asserts, "is really nothing more nor less than wholesale salesmanship. It's the kind of salesmanship, however, that has helped us to become the world's biggest and most prosperous gambling casino, with as many as 20,000 visitors a day from all parts of the nation."

■ Now 73, Mr. Smith, a former Vermonter and still a lusty story teller, who restricts his own gambling to a sharp game of bridge, started in the West as a carnival game operator in California. He moved to Nevada after that state legalized gambling in 1931.

Early Nevada gambling, Mr. Smith explains, remained a "back room industry" until 1935, when he and his two sons, Harold and Raymond A., started using advertising to build their handful of slot machines and "white mouse" roulette into the huge seven-floor gambling casino it is today.

■ With the two brothers sharing ownership and the father managing, he recalls, the club was the first to introduce girl dealers, to abolish "shills," to train all its own dealers, to incorporate and follow cost-accounting business methods, and to use extensive advertising and sales promotion.

"I discovered many years ago in carnival games that players will come back if given a fair shake. Honesty has to be a primary pillar in legalized gambling—with advertising utilized to get the players to come into the casino," Mr. Smith recalls.

The Smiths first launched their advertising campaign in 1941.

Some 25 road signs were posted within a 500-mile radius of Reno, and newspaper ads were used to herald the gaming attractions of Harold's Club.

"We believed then, just as we believe now," Smith explains, "that as long as gambling is a legal enterprise in Nevada, it should be advertised as such, with the same merchandising and promotional methods used by other kinds of business ventures."

■ Under the guiding hand of Reno's Thomas C. Wilson Advertising Agency, the Harold's Club nationwide highway sign campaign has now reached the point where there are a total of 2,143 such signs in more than 41 states.

Wilson no longer serves as agency for Harold's Club, which now places and handles all of its own advertising, through Roy Powers, advertising manager.

"We found that our roadside advertising was bringing us literally thousands of out-of-state visitors," Mr. Smith says, "most of them curious to see the gambling wonder they have seen advertised.

"They were disappointed when they saw our casino was just an ordinary club," Mr. Smith says. "That was the only trouble. It took us five years to catch up with our advertising, during with the original 25x27' club went through many expansions.

"'Harold's Club or Bust' covered wagon emblems were pulling more and more people into the casino," he recalls, "when we faced a wartime freeze on the hiring of personnel. We solved the problem by advertising in the *Nevada State Journal* for women dealers.

■ "This step," Mr. Smith contends, "took gambling out of its age-old 'for men only' category and gave the business a definite air of respectability. It was soon after this that we developed the 'historical west' theme which we now use in all of our advertising."

More than $2,000,000 was spent to convert Harold's Club to the western motif, which is used extensively in all the advertising in newspapers and on radio and tv.

But Mr. Smith who is quite free in giving away such gambling secrets as dice table odds, refuses to discuss details of the club's advertising figures. #

WFRV Sold to WAVE

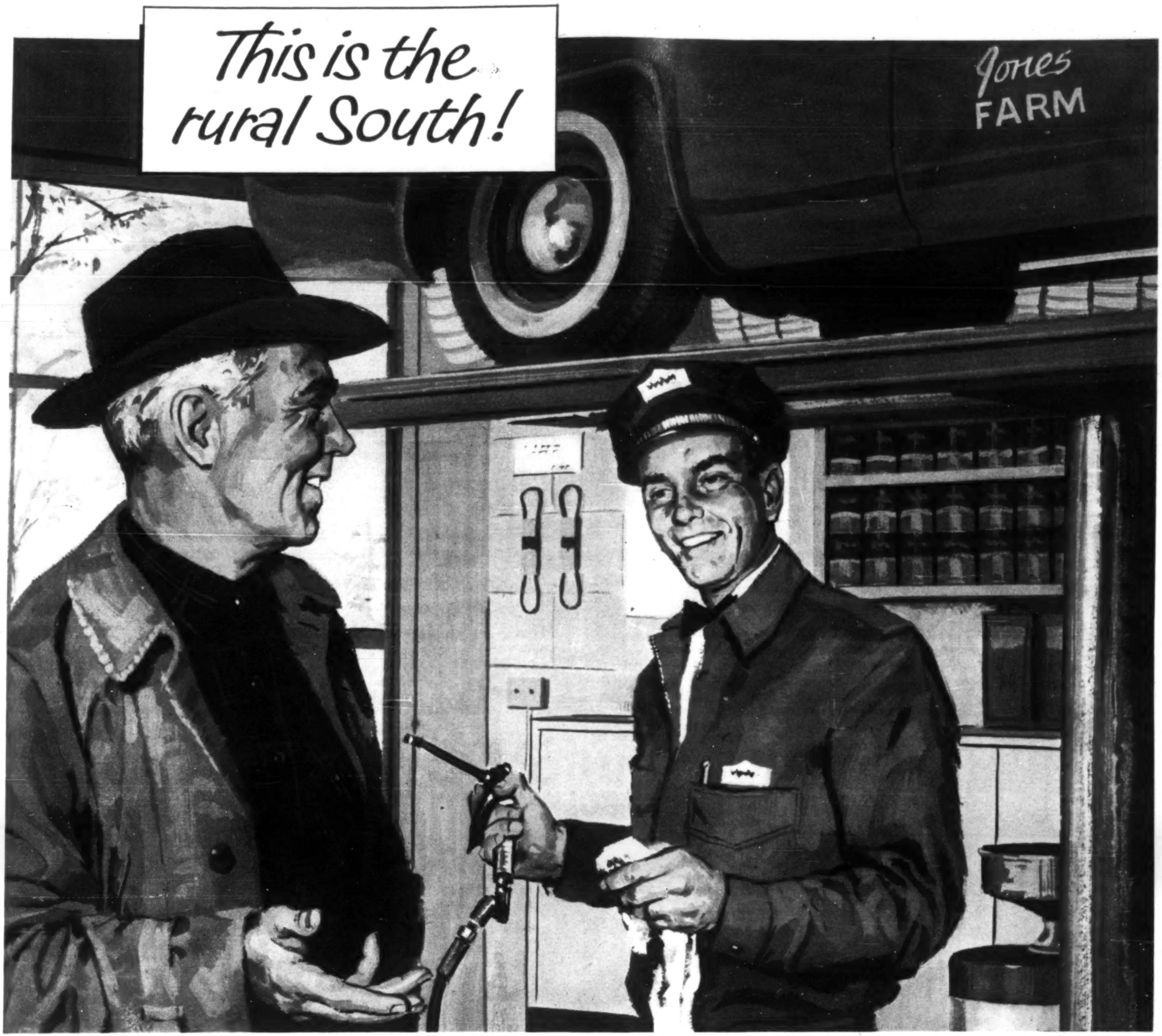
WFRV, Green Bay, Wis., tv station, has been sold by Valley Telecasting Co. to WAVE Inc., Louisville, operator of WAVE-TV, Louisville, and WFIE-TV, Evansville, Ind. WFRV and the stations of WAVE Inc. are all NBC affiliates. Purchase price was $1,091,000. The sale is subject to approval of the Federal Communications Commission and the property will not be transferred until approval is received. Jack Gennaro, vp and general manager of WFRV, and all other members of the WFRV staff will be retained, WAVE Inc. said.

Ralph Mann Named VP

Ralph Mann, previously director of talent and programming contract administration for NBC, has been named to the new post of vp of Broadcast Management, New York, tv program producer.

Medical Assn. Names Wendt

Vernon J. Wendt, former advertising representative of the *American Medical Assn. Journal*, Chicago, has been named western sales manager of all AMA publications.


This is the rural South!
Jones FARM

Who Buys the Most at Southern Gas Stations?

Rural people! The Nielsen "C & D" counties* of the South account for 53% of the more than $4½ BILLION spent at all Southern service stations. In fact, the rural South buys more at gas stations than any other "C & D" region . . . even more than the "A & B" counties of the booming West!

Of course, the big reason for the outstanding sales of service station products in the rural South is the high mechanization of Southern farms. Farming uses more petroleum products than any other industry . . . and half the nation's farmers are in the 16 Southern states.

To sell this rich, rural market—the "C & D" leader in sales by gas stations, drug stores, food stores, automobile dealers . . . indeed, *all* retail outlets—place your advertising in The Progressive Farmer. It goes home to 1,408,000 families . . . over 5,770,000 readers. Best of all, a big portion of this readership is *exclusive* to The Progressive Farmer. Ask one of our salesmen about *unduplicated readership* when The Progressive Farmer is added to national consumer magazine combinations.

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

---

*Nielsen "C & D" counties are counties with less than 100,000 population. "A & B" counties have more than 100,000 population.

TEA LEAVES IN CHINA?
NO... COUNT OF Elks ARTICLES BY NOTED WRITERS!

Elks Magazine Editorial Profile:
Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance...that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

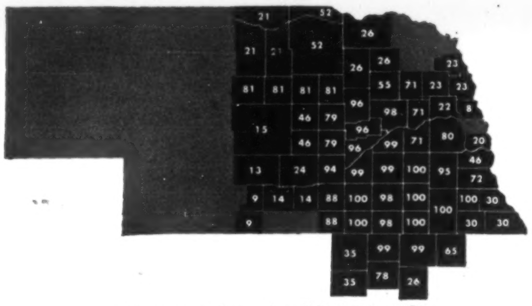
**1960 Starch Report . . . ask your local ELKS Representative to show you a copy.*

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

To cover the big markets in Nebraska through TV, you've almost *got* to reach Lincoln-Land. And to reach this big, rich market, you've almost *got* to use KOLN-TV.

Here's why: KOLN-TV is the only station that really *covers* the area. Latest Nielsen credits the station with 57,000 Lincoln-Land homes during prime 6 to 9 p.m. viewing time.

And KOLN-TV's cost-per-thousand figures for night-time network shows might happily surprise you. Ask Avery-Knodel for the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	69,700 homes
Father Knows Best	77,700 homes
6:00 p.m. News	76,000 homes
10:00 p.m. News	64,000 homes

*February Lincoln NSI

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

A collection of ancient Chinese and Asian jade and bronze objects is causing quite a stir at Columbia University, where it is being exhibited and studied by several departments. The owner: **Dr. Arthur M. Sackler**, chairman of William Douglas McAdams Inc., New York. A special research program has been set up to place and date the treasures, which include about 650 carved jades, as well as a large group of bronze ceremonial vessels, weapons and implements . . .

Harry B. Cohen Sr., chairman of Cohen & Aleshire, is hobbling around the office, recuperating from an operation for a bone spur on his foot . . .

Edwin F. Wilson, vice-chairman of the media planning unit of McCann-Erickson, New York, will retire at the end of the year, ending a 40-year career with the agency . . .

New arrivals in New York: A fifth child, third son, was born Nov. 13 to Mr. and Mrs. **John Crowley Raidt.** Father is a D'Arcy vp . . . **George Hoover,** trade press editor of ABC, is releasing the news of the birth of his first child, Geoffrey, on Nov. 17 . . . **Dikran Donchian**, an account exec at BBDO, is the father of a 7 lb. daughter, Deborah . . .

Heimerle Leo Joe Joe Jr.

HAPPY HOLDOVER—*Jury duty interrupted a Joe Guenther Day in October, but Chicago friends finally got together Nov. 7 and threw a party for Joe, a vp of the Branham Co., and a 50-year ad veteran. Joe is surrounded here by his son-in-law, Myron C. Heimerle, and his sons, Leo and Joe Jr., both with Playboy.*

Frank Bernarducci, Doyle Dane Bernbach's new international media director, will exhibit his paintings at New York's Phoenix Gallery Nov. 25-Dec. 15 . . .

Lady Pioneer—**Irene Scott Dicklow,** owner of Dicklow Advertising Agency, Dallas, now has an honorary life membership in the Dallas Advertising League. Mrs. Dicklow has been a league member for 30 years . . .

While many admen are whipping out novels about advertising, **Charles H. Wick,** vp of Dudgeon, Taylor & Bruske, Detroit industrial ad agency, has a weighty, 502-page technical piece out called, "Chipless Machining," published by The Industrial Press, New York. His secret: he's a graduate engineer and a former managing editor of *Machinery* . . .

TOWELL TRADITION—*The Madison Ad Club has had two presidents from the same family and the same agency in the past 25 years. Arthur Towell (right), president of Arthur Towell Inc., the club's president in 1935, congratulates his son, Tom, an account exec with the agency, who recently was elected president of the ad club.*

Arthur N. Knol, president and general manager of the W. F. Hall Printing Co., Chicago, was one of three area executives honored recently by the National Jewish Hospital, Denver, for "distinguished philanthropic service." Also honored was **Herbert C. Altholz,** head of Inlander-Steindler Paper Co. . .

Weary victor—**John Haydon,** publisher of *Marine Digest*, Seattle, led a field of four for election to the Port of Seattle Commission recently after quite a battle which, he says, is his last bid for public office. One of the amendments then under fire in the campaign but later passed, was cutting the salary of port commissioners to $1 a year . . .

Fred L. Vance, station manager of KVOA-TV, Tucson, has been named to the board of directors of the Tucson Sunshine Climate Club, a civic organization promoting winter tourism . . .

Nat Kameny, president of Kameny Associates, New York, is on a business trip to the Far East . . .

Pete Fulton of the New York tv sales staff of the Katz Agency and his wife, Barbara, have announced the birth of a second son, Matthew Ellis, on Oct. 30 . . .

TWO GREAT NEWSPAPERS

LOS ANGELES MIRROR

Los Angeles Times

EQUAL RIGHTS
TRUE INDUSTRIAL FREEDOM
LIBERTY UNDER THE LAW

Announce a Flexible National Frequency and Volume Discount Plan Beginning January 1, 1961

More flexibility and greater economy in your Los Angeles newspaper advertising are brand new advantages of the National Frequency and Volume Discount plan of The Mirror and The Times. Starting January 1, 1961, each newspaper offers discounts ranging from 2% to 15% for national advertisers. The plan is tailor made to meet every over-all or seasonal selling requirement. Discounts for frequency of ad insertion range from six to twenty-six weeks. Volume discounts may be earned for as little as 6,000 lines and up to 50,000 lines and more. For complete details about this advanced discount plan, contact the Los Angeles Mirror, the Los Angeles Times or their national representatives.

LOS ANGELES MIRROR

REPRESENTED BY O'MARA & ORMSBEE, NEW YORK,
CHICAGO, DETROIT AND SAN FRANCISCO

LOS ANGELES TIMES

REPRESENTED BY CRESMER & WOODWARD, NEW YORK,
CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

THE TIMES-MIRROR COMPANY, LOS ANGELES
NORMAN CHANDLER, PRESIDENT

FiRST
IN TOLEDO FOR 33 YEARS!
WSPD
RADIO
the **STORER** *station- backed by 33 years of responsible broadcasting* **CALL KATZ**

Top Management Should Understand Creativity, Even Have Ideas: Dueser

Insurance Admen Told Wade Agency Has No 'Stifling' Plans Board

WASHINGTON, Dec. 2—The first prerequisite for creative and productive advertising is a top management that not only believes in advertising but also can visualize a creative idea and the results it may accomplish.

▪ And the ideal is a top management that might "even have a creative idea or two" itself, Carl J. Dueser, account executive of Wade Advertising, Chicago, on the Zurich-American Insurance Companies account, told insurance ad managers at a meeting of the Insurance Advertising Conference here yesterday.

Mr. Dueser revealed that this ideal is reality in his case, for Zurich-American's top management has suggested several of the "best" creative ideas used in the campaign that has won top awards from both the National Assn. of Insurance Agents and the Insurance Advertising Conference during the past year.

Admitting that the idea of a client actively contributing to copy is unusual, he termed it a "healthy situation which typifies the kind of agency-client relationship that produces advertising that sells."

▪ "The second thing you need is a complete dead-level understanding between agency and client as to objectives and how you want to get there. You need complete respect for ideas—and mutual recognition of which is the better of two ideas," Mr. Dueser said.

According to him, the third requirement for good and resultful advertising is an "advertising agency which will give its creative people a free hand—or, rather, a free mind."

Mr. Dueser said that creativity often gets stifled in the larger agencies using the plans board, as opposed to the small creative teams typical of small agencies.

A plans board meeting, according to Mr. Dueser, all too often becomes "a test of either political strength or lung power between the copy chief, the art director, the merchandising manager and whoever else is a member of what too often becomes a debating society."

▪ He emphasized that his agency, billing "close to $30,000,000" and big enough to have a plans board, is an exception and "has not stifled the creative team in any sense of the word."

Calling his listeners creative people, Mr. Dueser told them: "You all know that if you were allowed to go to town with your greatest ideas that you could give the world a hotfoot even if you didn't set it on fire. But someone always stops you. If you're an agency man, it's the client's advertising manager. If you're an advertising manager, it's management."

Mr. Dueser stressed that it must be assumed, of course, that the creative team knows business in general, as well as the client's business. When this condition is met, an agency should give a "pretty free rein to the mental gyrati[illegible] of the creative team," he suggested.

It was this climate, according to Mr. Dueser, that has resulted in ads for Zurich-American that not only won top awards but also sold outstandingly well. #

SSC&B Adds 3 Account Execs

Sullivan, Stauffer, Colwell & Bayles, New York, has added two merchandising account executives. They are Payson Fairchild Jr., formerly with Doherty, Clifford, Steers & Shenfield, and Hayward Thresher, formerly with Schering Drug Corp. Richard V. Morse, formerly with Doherty, Clifford, also has joined Sullivan, Stauffer as an account executive.

Avery-Knodel Names Three

Thomas K. Hardy, formerly with the radio sales department of Avery-Knodel, New York, radio-tv station representative, has been transferred to the tv sales staff. Allen B. Long has been transferred from tv sales development to tv sales. Edward P. Harvell, previously broadcast media supervisor of Shell Oil Co., has been named to the tv sales staff.

NEW GROCERY PRODUCT DISTRIBUTION DATA...

AVAILABLE FOR
Albuquerque
Cincinnati
Denver
El Paso
Evansville
Fort Worth
Houston
Indianapolis
Knoxville
Memphis
New York
Pittsburgh

Scripps-Howard's 14th Annual Grocery Product Distribution Survey (1960) reports distribution in 71 product classifications. For New York the report shows percentages of distribution in stores with annual volumes of $100,000 and up. In the other eleven cities it shows distribution of brands in all the corporate chains in each city.

All brands found are listed, including private labels. How is your brand doing? Your competitors? Get your free copy and see!

For your free personal copy, contact your nearest Scripps-Howard representative or write the Advertising Promotion and Research Department, 230 Park Avenue, New York 17, N. Y.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK	*World-Telegram & The Sun*	**COLUMBUS**	*Citizen-Journal*	**DENVER**	*Rocky Mountain News*	**EVANSVILLE**	*Press*
CLEVELAND	*Press and News*	**CINCINNATI**	*Post & Times-Star*	**BIRMINGHAM**	*Post-Herald*	**HOUSTON**	*Press*
PITTSBURGH	*Press*	**KENTUCKY**	*Kentucky edition* *Cincinnati Post & Times-Star*	**MEMPHIS**	*Press-Scimitar*	**FORT WORTH**	*Press*
INDIANAPOLIS	*Times*			**MEMPHIS**	*Commercial Appeal*	**ALBUQUERQUE**	*Tribune*
SAN FRANCISCO	*News-Call Bulletin**	**KNOXVILLE**	*News-Sentinel*	**WASHINGTON**	*Daily News*	**EL PASO**	*Herald-Post*

**Affiliated*

General Advertising Department . . . 230 Park Avenue, New York City—Chicago San Francisco Los Angeles Detroit Cincinnati Philadelphia Dallas

PHOTOGRAPHY AND EKTACOLOR PRINTS: RICHARD BEATTIE

As it was

as it can be

From color negatives all things photographic are possible. Change the mood. Change even the crisp realism. And do it at will *after* the sitting if such is desirable. Thus, the Kodak Ektacolor system provides new vision for the modern art director and his illustrator.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

50,000 WATTS CBS

STARTS JAN. 16, 1961 FOR 15 WEEKS
FIRST TIME IN MIAMI
COMMUNITY CLUB
AWARDS CALL KATZ TODAY

RADIO
MIAMI

TOTAL
INFORMATION
RADIO

the **STORER** *station – backed by 33 years of responsible broadcasting* • **CALL KATZ**

'Holiday,' 'McCall's' Report Record '60 Ad Linage, Revenue

Holiday and *McCall's* have reported record highs in advertising linage and revenues for 1960. *Holiday's* 1960 ad revenue aggregates $11,104,342, an increase of $1,630,354, or 17.2%, over the $9,473,977 total for 1959. *Holiday's* advertising linage was 4,991 columns, an increase of 433 columns, or 9.5% over the total of 4,558 columns in the previous year.

McCall's reported a total of 4,411 columns of advertising and an ad revenue of $31,569,000 (publisher's estimates) for 1960. Linage was up 37.5% and revenue was up 55.8% over 1959.

Sumo Names R. H. Darby

Sumo Pumps, Stamford, Conn., has named R. H. Darby Associates, New York, as its agency. The account follows Mr. Darby from Smith, Hagel & Knudsen, New York, where he was senior vp until Oct. 3.

Glamorene Uses Pool Premiums in British Bow

Each Carton Carries One-Shilling Stake in Soccer Lottery

LONDON, Nov. 29—Britain has seen some odd promotions but here is the oddest premium yet —free entries in one of the nation's big soccer forecast pools.

The soccer pools are a national institution. Millions of Britons wager every week on the outcome of the Saturday soccer matches. One particular pool on one advertiser's coupon has paid out as high as $750,000.

The big attraction, of course, is the chance to strike it rich for a small outlay. Now an American product, recently introduced here, is giving free entries on the coupons of one pool company to buyers of its goods.

■ The scheme was worked out by David Wynne-Morgan, ex-journalist and now public relations director of Glamorene Ltd., an American company which recently entered the British market with its carpet shampoo and oven cleaner.

Inside every carton of Glamorene oven cleaner is a gift voucher worth one shilling (14¢) stake money on Sherman's Soccer Pools.

Already 100,000 tubes of cleaner, retailing at 6s. 11d. (97¢), have gone out with gift vouchers.

Some $70,000 has been spent on promotion, according to Mr. Wynne-Morgan. And $14,000 has been deposited with Sherman's Pools to cover entries.

Sherman's has apparently gone along with the scheme because of increasing competition among the pool companies for business. The more competitors, the bigger the prizes; and the bigger the prizes, the more competitors are attracted.

■ The scheme has been attacked by the other pools and by the Churches' Council on Gambling.

Gordon Moody, general secretary of the council, said: "It is a pernicious idea. I would advise housewives not to take part.

"There is a 1,000,000-to-one chance against their winning a big prize, but once they start sending up free coupons they will begin sending their own money.

"It may call for legislation to bar such schemes."

Littlewoods Pools Ltd., biggest of the pools promoters, was reported to have been invited to participate in the scheme but turned it down.

The company said: "We will be watching it closely."

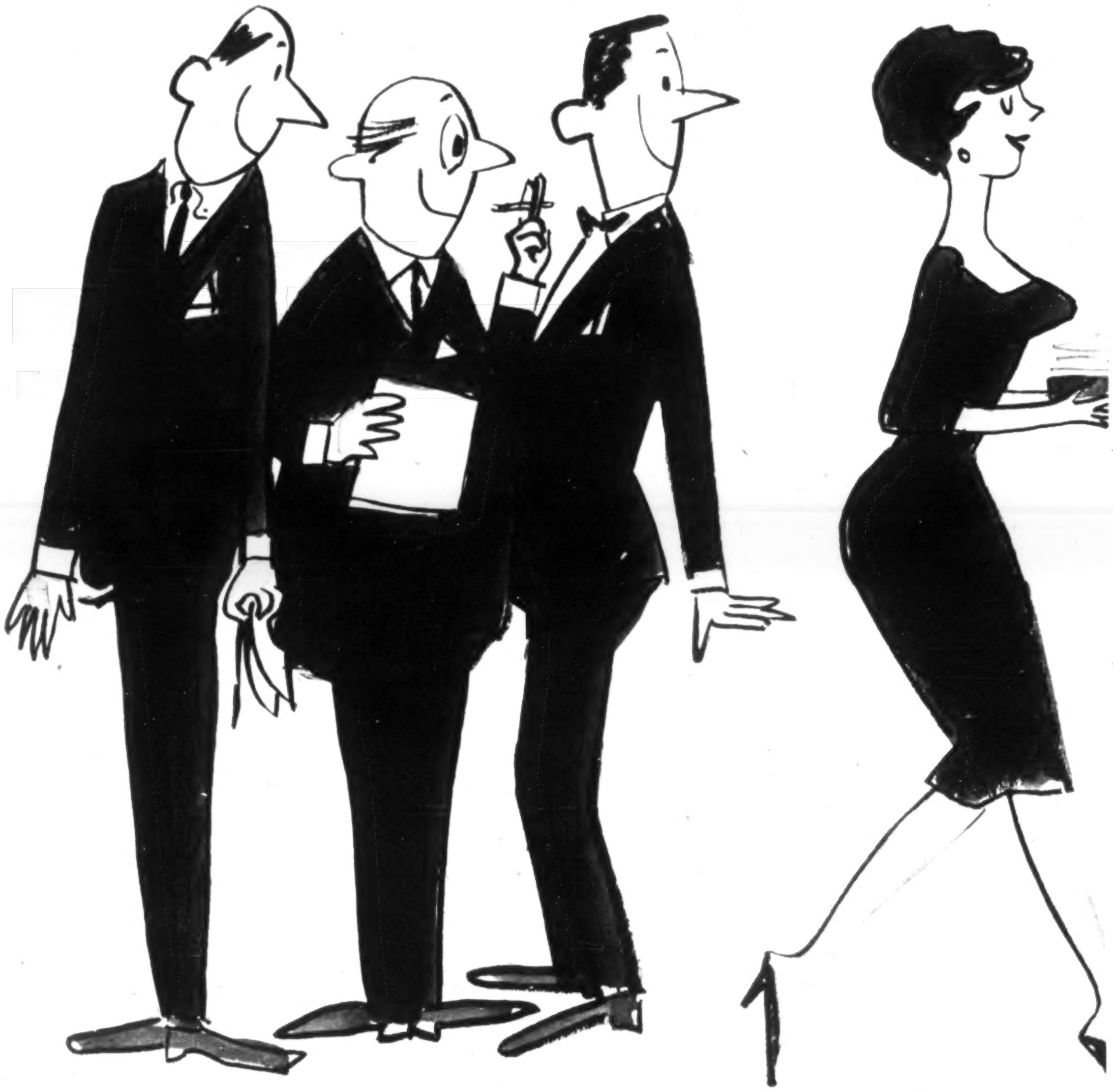
The Pool Promoters' Assn. said, "Competition is hot enough without this." #

Armour Pharmaceutical Int'l Unit to Sproul

Armour Pharmaceutical Co., Chicago, has awarded the account of its international division to Sproul & Associates, New York. Jordan, Sieber & Corbett, Chicago, was the previous agency.

Wells to Campbell-Ewald

Dan Wells, former advertising columnist of the *Detroit Times*, has rejoined the pr staff of Campbell-Ewald Co., which he had left in 1954



TOP ACCEPTANCE*

For those with an eye toward figures, there's only one in every crowd who is the real standout. And in the Twin Cities, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations *combined!*

This top *acceptance* has real impact with 1,022,610 radio families in a 114-county basic service area. And it's yours at the Northwest's *lowest cost per thousand* . . . less than one-third the average cost of all other Twin Cities stations. So, when you want your product to be the center of attraction, tell your story on WCCO Radio.

WCCO
RADIO
Minneapolis • St. Paul

Northwest's only
50,000-Watt 1-A
Clear Channel Station
Source:
Nielsen Station Index,
July-August, 1960
6 AM-Midnight,
7-Day Week.
Represented by
CBS RADIO
SPOT SALES

A Royal F
Portable
going al
HERE'S HOW TO FIND OUT IF YOU ARE A WINNER OF ONE OF THE
HUNDREDS OF FREE ROYAL FUTURA PORTABLES!
ROYAL

LUCKY NUMBER—*Royal McBee Corp., Port Chester, N.Y., kicked off its ad push for Christmas with this four-color spread in Life Nov. 21. Individual lucky-number inserts offer Royal Futura portable typewriters to readers. Similar ads, without the lucky-number insert, will run in the December issue of Reader's Digest and in Scholastic Magazines and Scholastic Roto.*

Magazine Color Use Declines in '60, MAB Finds

NEW YORK, Nov. 29—Color ads accounted for 14,860 page units—49.3%—of total advertising carried by 56 leading magazines last year, according to a tally issued by the Magazine Advertising Bureau last week. B&w ads accounted for 15,284 pages—50.7%—of the total of 30,144 pages carried in 1959.

This compared with 13,676 color pages—48% of total linage—carried by magazines in 1958, and 15,816 color pages—47.9% of the total—carried in 1957.

Of total color pages carried by the 56 books in 1959, 39% were in four colors and 10.3% in two colors.

■ At the same time, MAB reported that cost per 1,000 of magazine ad pages continued to climb in the first six months of 1960. In this period, MAB said, 38 magazines reported to PIB a combined circulation of 85,406,700 copies per issue, at a cost per 1,000 of $4.11 for b&w and $5.85 for four-color pages. These figures compare with $3.99 and $5.72, respectively, in 1959.

MAB added that 1959 profits of 21 publishers of 55 magazines amounted to 1.9% of revenue after taxes. After-tax profits for all manufacturing in 1959 were listed at 4.8% of revenue in figures of the Federal Trade Commission and Security & Exchange Commission, MAB said.

McKenzie Opens Office as Ad, PR Counsel

Don McKenzie, who resigned in November as vp, group head and pr supervisor in the Los Angeles office of Fuller & Smith & Ross, has opened temporary offices at 625 S. New Hampshire to serve as pr and advertising counsel of McCulloch Corp., McCulloch International, McCulloch Oil Corp., Los Angeles, and Sierra Electric Corp., Gardena.

His appointment will not affect the status of the various pr companies and agencies now serving the McCulloch and Sierra accounts, it was reported.

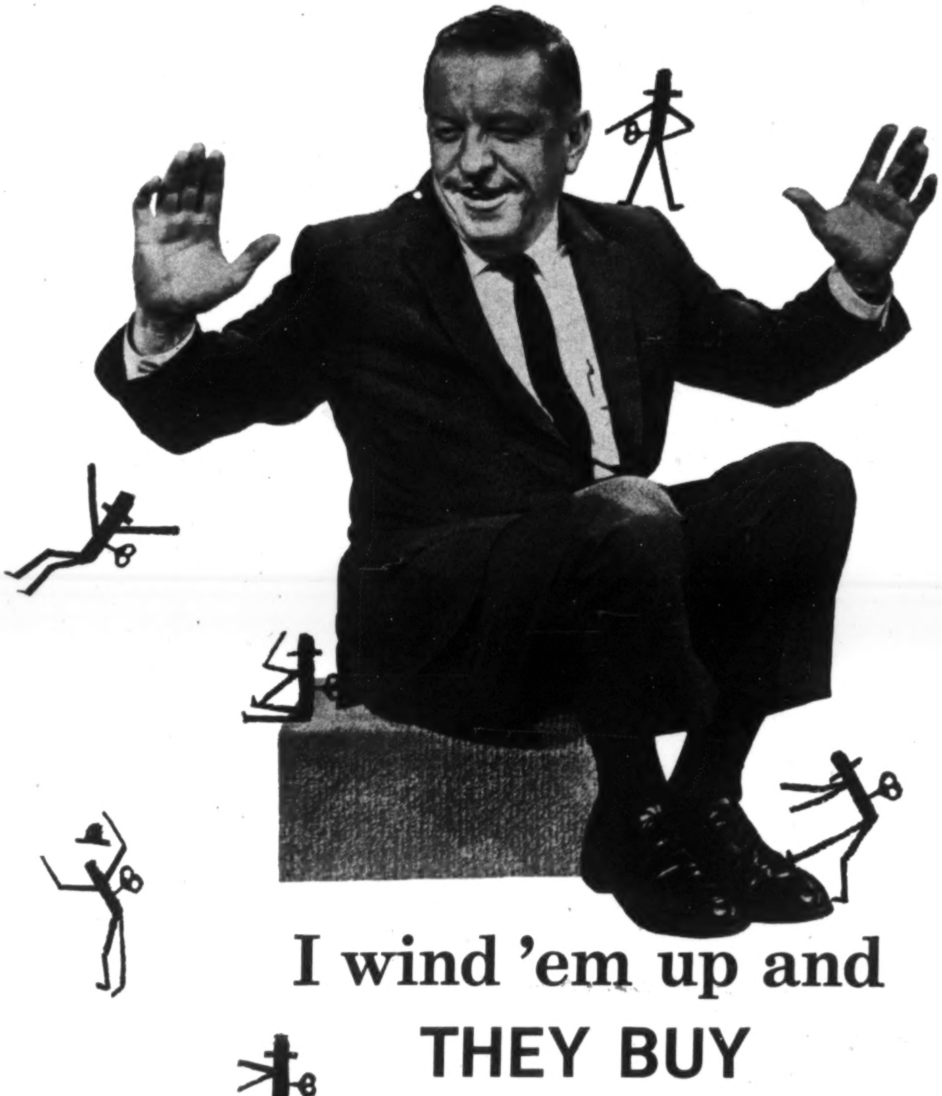
Denison Names Neale VP

Denison Neale, director of marketing, Denison Engineering division of American Brake Shoe Co., Columbus, O., has been appointed vp in charge of marketing.

HIGH RATED
LOCAL PROGRAMMING
★ ★ TOP ★ ★
AVAILABILITIES IN THE
LARGEST FILM LIBRARY
IN THE MARKET!
CALL BLAIR
Television Associates

MILWAUKEE
witi
CBS NETWORK
-tv
TV Capital of Wisconsin

the **STORER** *station* *backed by 33 years of responsible broadcasting*



I wind 'em up and
THEY BUY

13,000 letters in just one week!
19 automobiles on one Saturday alone.
This is how KTVU's audience responds to
THE BEN ALEXANDER SHOW.

Let Ben Alexander sell for your clients in
San Francisco. Half sponsorship available.

7:30 to 8:30 p.m. Fridays.
8.3 September Nielsen.

Call KTVU or H-R Television Inc.

KTVU
CHANNEL 2
San Francisco · Oakland

SAN FRANCISCO BAY AREA

the Tenth of a series

John Groth

The Sound of Money

From Gershwin to Gauguin, the arts are big box-office in New York. At Carnegie Hall, the Met and City Center alone, New Yorkers run up a seasonal tab of $7,000,000 . . . while at home they listen to over $50,000,000 worth of records a year. When their taste turns to capital-A art, New Yorkers can wander through 16 art museums, including the Metropolitan with its million-plus masterpieces, and the new Guggenheim which has spiraled more than a million paying customers down its "big corkscrew." Books? At 334 bookstores, New Yorkers spend upwards of $18,000,000 a year.

Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491 • Doyle & Haw

Obviously a well-read, well-bred, well-heeled bunch... In this capital of the arts the Herald Tribune is like a grand impresario. It attracts, entertains and informs those people who have the taste and the money—with the highest concentration of families in the $7,000-and-up income bracket of all New York papers. These are the Golden Circlers, the two-on-the-aislers, the hi-fi bugs and bookworms who look to the Trib for guidance. Small wonder the Trib—"the market without waste"—carries the fourth largest volume of general advertising in the nation. You're missing plenty if you don't showcase your advertising in the favorite newspaper of New York's taste-makers, the New York **Herald Tribune**

Los Angeles DU 8-2328, San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 2-1715 • Allin Associates: Toronto EM 4-2269, Montreal VI 5-6898

CLEVELAND
WJW TV
MORE MOVIE
AUDIENCE THAN
ANY OTHER STATION!
CBS
the **STORER** *station backed by 33 years of responsible broadcasting* • CALL KATZ

FARM HOUSE
FROZEN PIES
HOME-SWEET-HOME BAKED
WEBSTER

HOME BAKED—*Farm House Frozen Foods Co., Wethersfield, Conn., recently launched a series of outdoor spectaculars in the Miami market that reportedly have been so successful that the company is extending the campaign to other major markets. Smith/Greenland Co., New York, is the agency.*

Hites Joins Wunderman

Harry Hites, formerly sales director of the "Kiplinger Washington Letter," "Changing Times" and other Kiplinger properties, has joined the executive staff of Wunderman, Ricotta & Kline, New York.

MPA Booklet Hits P. O.'s 'Loose Talk' on 2nd Class Rates

NEW YORK, Nov. 29—Magazine Publishers Assn. is taking its case for low second class postage rates to magazine publishing industry employes in a 15-page "Q.&A." booklet which says that publishers would be paying their way if the Post Office stopped stacking its bookkeeping.

Through a series of questions and answers the booklet answers the arguments that have been raised by Postmaster General Arthur Summerfield in seeking sharp increases in rates on magazines. The booklet points out that the so-called second class deficit includes large sums which ought to be regarded as public service costs.

The booklet reports that advertising portions of publications already are paying a "handsome profit" to the Post Office, "making up for the traditional preference which Congress has always given to editorial.

■ "The Post Office, instead of issuing scurrilous releases and passing behind-the-hand rumors about the tremendous subsidies extended to magazines carrying substantial advertising content, should recognize that the advertising content, which costs the same to carry as editorial, pays as much as five times the editorial rate to the eighth, or farthest, zone, and more than double to the fourth zone," it says.

In a foreword to the pamphlet, MPA President Robert Kenyon Jr. explains that Washington datelines frequently carry postal news based on "inaccuracy, distortion or downright misrepresentation of the facts."

This is understandable, he says, because if you were a reporter, you would have to spend weeks of research and study to become an "authority" on postal rates.

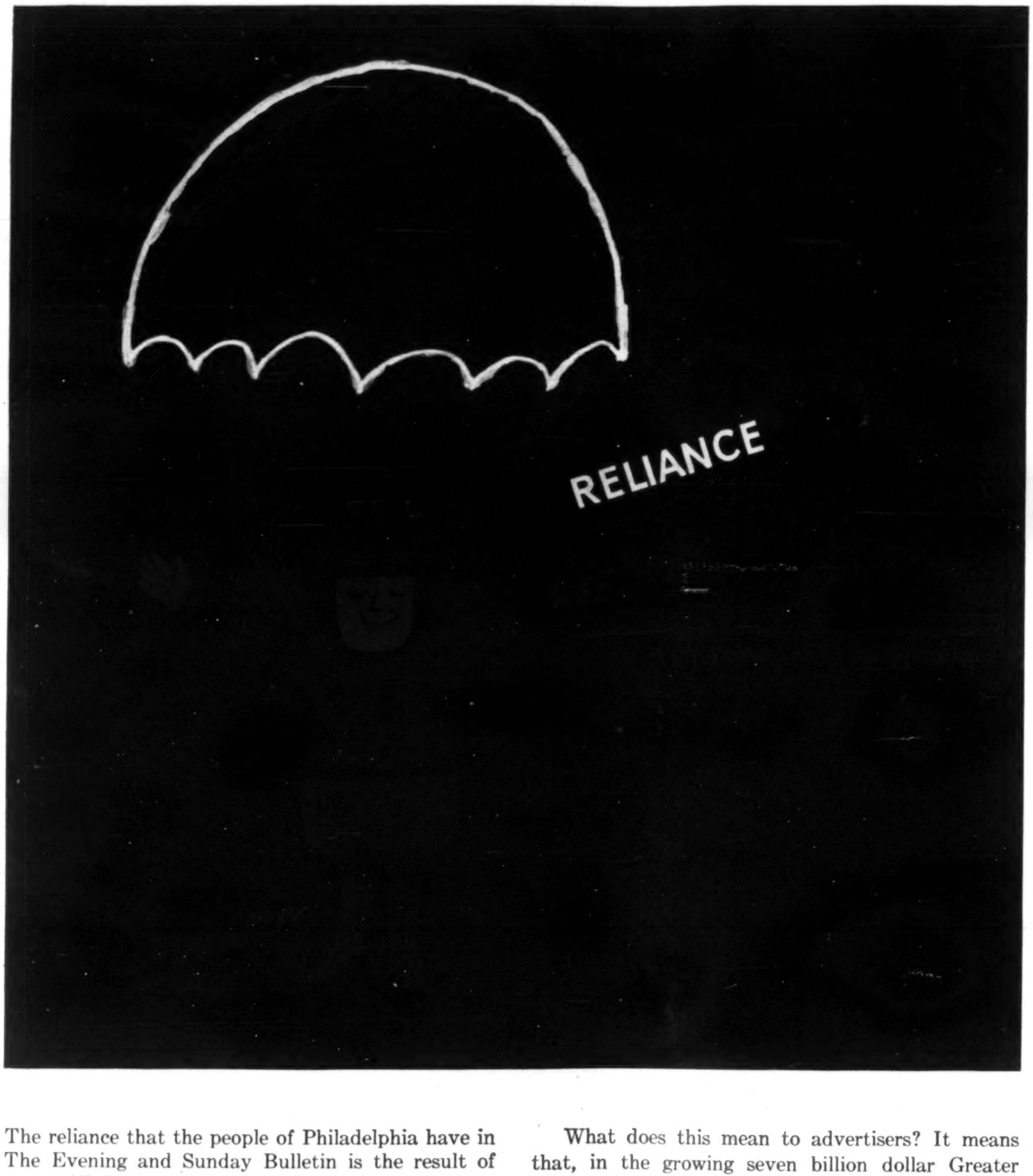
"Even then," he points out, "your information would be based on Post Office figures—and the Post Office itself knows they're often neither correct nor in accordance with the law."

■ The purpose of the pamphlet, he writes, is to provide "a little background" when "your newspaper, your neighbor, a member of Congress, or a spokesman for the Post Office gives out with loose talk on the subject.

"Magazines have gone out of business because of unwise juggling of second class rates," Mr. Kenyon wrote. "We don't want that to happen again—to your magazine or to any magazine." #

Lehn & Fink Elects Plaut

Lehn & Fink Products Corp., New York, has elected Walter N. Plaut, formerly administrative vp, president and chief executive officer of the company, succeeding his father, Edward Plaut, who continues as a director. He is the third generation Plaut to hold the office.



The reliance that the people of Philadelphia have in The Evening and Sunday Bulletin is the result of years of living together and understanding each other.

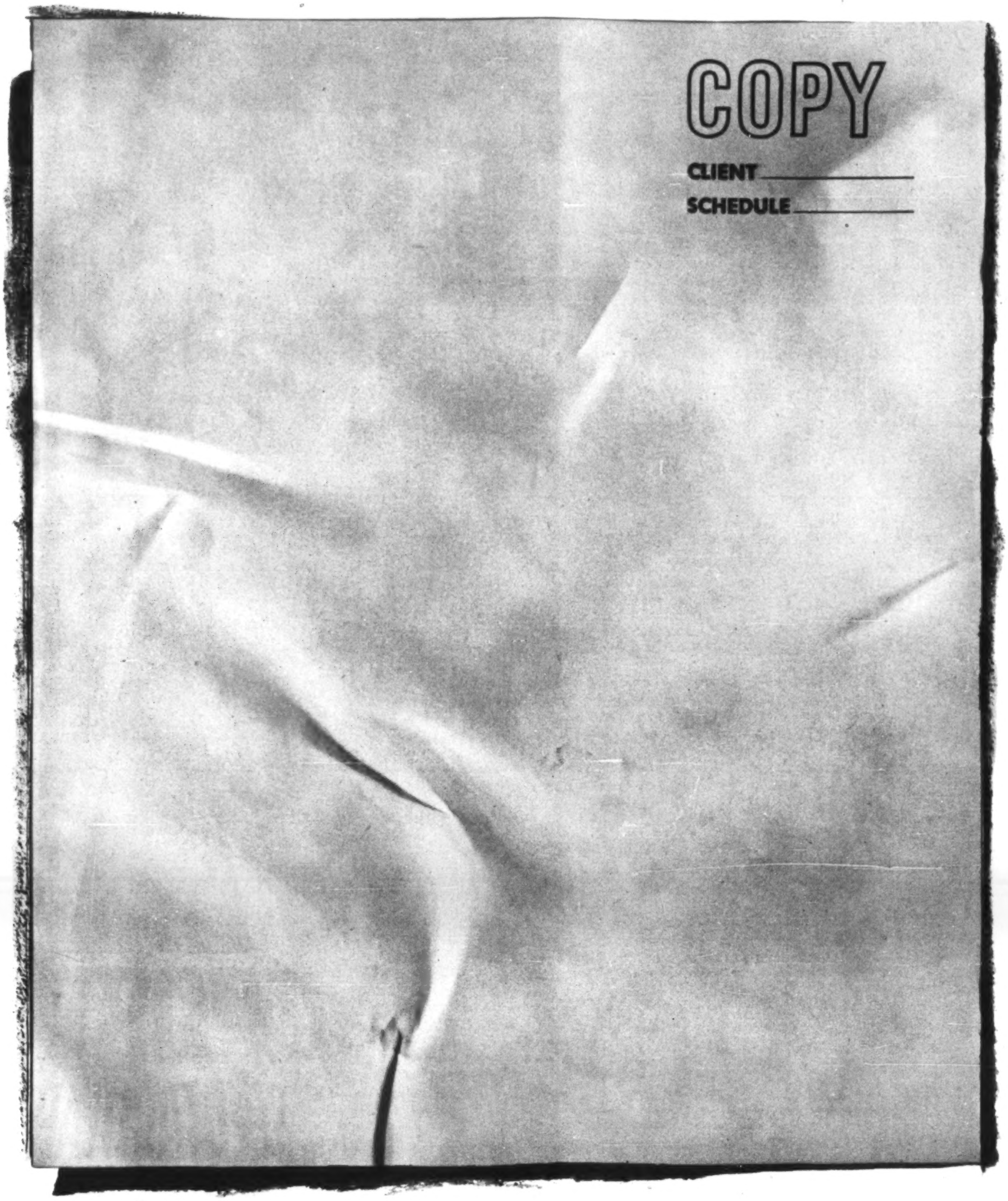
The editorial integrity and independence of this newspaper meet the standard set by the fair-minded people who read it. The Bulletin and the people of Philadelphia speak the same language.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices:
New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Blvd.; Detroit 2, New Center Bldg.; Los Angeles 5, 3540 Wilshire Blvd.; San Francisco 4, 111 Sutter St.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN



The copywriter's problem is the media man's clue

Staring at his empty copy paper, the business advertising writer well knows his great challenge: the business reader's preoccupation with *business*.

So, standard equipment at every copy desk is the classic admonition: "Write from *his* point of view... talk about *his* benefits...describe what's in it for *him!*"

Media buyers know that when such wise copy is married to a medium that hews to the same precept, something great can happen. The copy and the reader reach out for one another...enthusiastically shake hands...form a relationship that causes the advertisement to be cited for years to come as an example of *real* salesmanship.

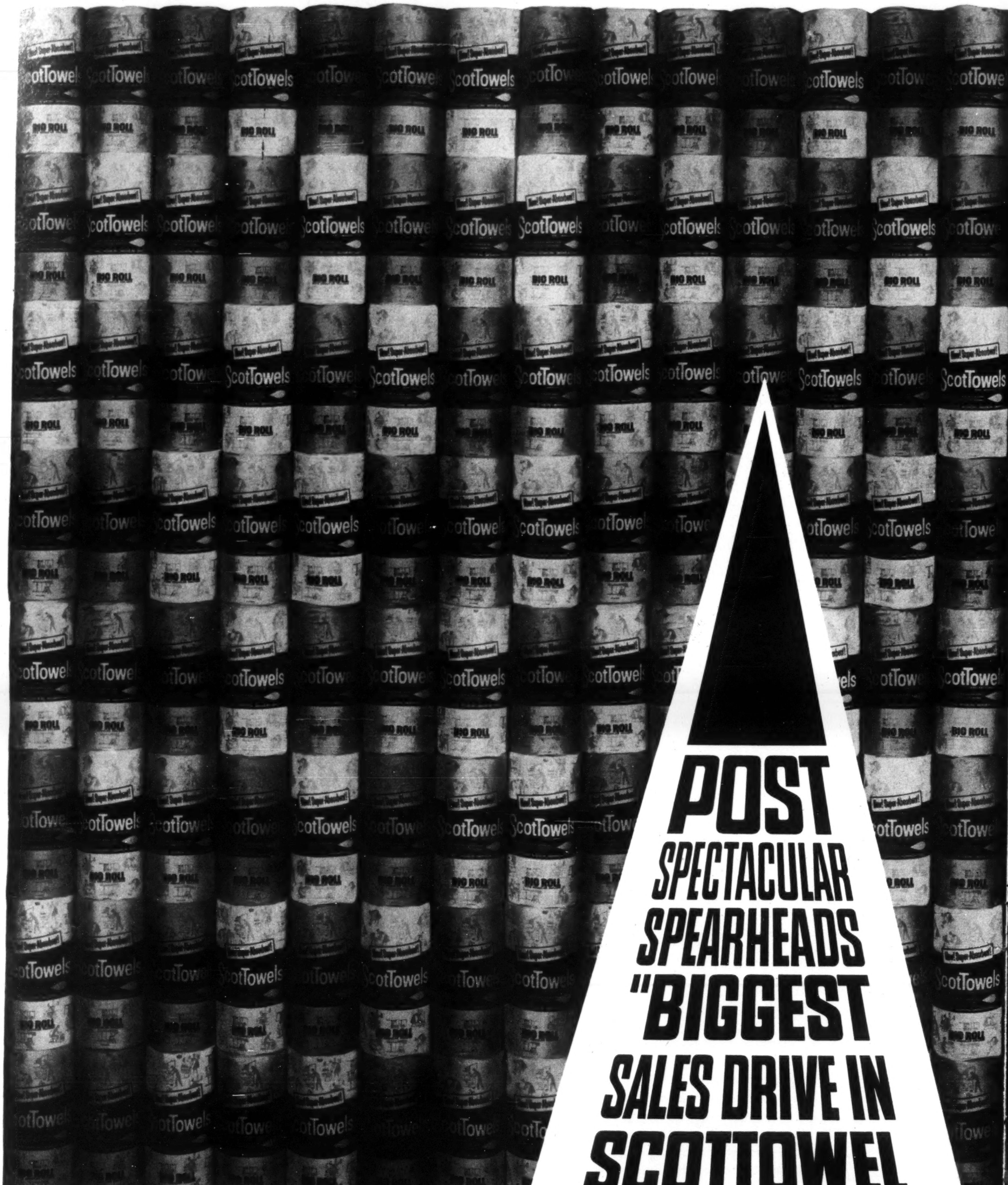
In business, that medium is The Wall Street Journal ...the only national business daily...the publication key business leaders everywhere rate as "the most useful one" among all magazines and newspapers. It gets through to the men the copywriter so earnestly strives to "reach"...moves them to take action...helps shape their opinions . . . serves them as friend, consultant, trusted counselor.

The media man uses slide rule and statistics, numbers and rates. And then, because these point to The Wall Street Journal, his recommendation moves forward with extra confidence and conviction...because his own common sense confirms it, too: *Of course the only national business daily is the one to use!*

After all, every business day, the news that changes business . . . *does* change!

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco


ScotTowels
BIG ROLL
POST
SPECTACULAR
SPEARHEADS
"BIGGEST
SALES DRIVE IN
SCOTTOWEL
HISTORY"!

New! Super-Absorbent!
ScotTowels
BIG ROLL

"Biggest sales drive in ScotTowel history—sales for the month were way over quota across the nation!" says Paul Brown, Scott Paper's Director of Retail Sales. Scott's dramatic five-page Spectacular in the April 23rd issue of The Saturday Evening Post introduced the new, improved Super-Absorbent ScotTowel in a dramatic new way. This exciting ad also featured the colorful ScotTowel holders. Scott's Director of Marketing Services—Thomas McCabe, Jr.—said the Spectacular was "a good example of the Scott creative marketing concept. We wanted a fresh, dynamic way to introduce the improved ScotTowel—and we got it with the Post Spectacular!" For more proof of Spectacular impact, read these comments from Scott sales people!

BREAK 1959 SALES RECORD IN FOUR WEEKS. "Men in the New England Division sold more ScotTowel holders during the last four weeks than the entire year of 1959, and the Post played a significant part in their being able to do this."

FAR EXCEED THEIR MONTHLY QUOTA. "The Saturday Evening Post accomplished many things in the Philadelphia Division during April. But most important — we far exceeded our monthly ScotTowel sales quota."

GAIN NEW DISTRIBUTION FOR SCOTTOWELS. "In April the Chicago Division concluded the biggest sales month in its history. The Spectacular helped us get new placements with several major customers in the division."

GET TIE-IN PROMOTIONS WITH TOP CHAINS. "The St. Louis Division shot way over its quota for April. Tie-in promotions were obtained through the Post ad from several major customers."

SALES FORCE SHOWS GREAT ENTHUSIASM. "The sales force was very enthusiastic about the Post promotion. ScotTowels were successful to begin with — but the promotion created the greatest interest ever. Much of the credit for the extra business goes to the Post."

Scott's Spectacular rated tops with Trendex, too! 72% of the women interviewed remembered seeing the ad. And 83% of these identified Scott as the advertiser. There's no secret to the Post's success. Your ad page in the Post gets seen *over and over*. Gives you 37% more chances to sell per reader than the same ad in the other big weekly. And your ad page in the Post is seen more times in bigger families—more times in higher-income households.

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

ARB SAYS: FIRST

FIRST every book since Nov., 1959.

Month after month Channel 2 has led the overall share-of-audience race in Detroit, with leads ranging up to 26% greater share than the No. 2 station 9 AM to sign-off, Sunday through Saturday, and 24% more average HOMES! (Aug., 1960)

NIELSEN SAYS: FIRST

Month after month Channel 2 has led the parade in Nielsen as well. First in four out of the six 3-hour periods in May-June, 1960; first in all six periods in July. First-in 31 out of 38 quarter-hour periods. Monday through Friday, 7:30 AM—5 PM in July.

CONSISTENT LEADERSHIP IN 4 STATION

DETROIT

WJBK-TV

the **STORER** *station backed by 33 years of responsible broadcasting*

NATIONAL SALES OFFICES:
625 Madison Avenue, New York 22
230 N. Michigan Avenue, Chicago 1

Call KATZ

A BILLION DOLLARS ON A SILVER PLATTER

MONTGOMERY

A billion dollars . . . yours for the asking . . . when you *ask* for WSFA-TV. This one buy blankets Montgomery and Central-South Alabama, where a million people have a billion dollars to spend.

WSFA-TV

NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

FOSTER & KLEISER
Fritos
PERKS PARTIES!

DEBUT—*Frito Co., Dallas, has started using outdoor posters like this in the Los Angeles area. Erwin Wasey, Ruthrauff & Ryan handles the Frito western division account.*

'Visit USA' Book for Travel Agents Bows in Europe

NEW YORK, Nov. 29—*Visit the USA*, a new business magazine for European travel agents, made its bow last week, carrying seven and one-quarter pages of advertising from nine advertisers.

Designed to help European travel agents take advantage of increasing tourist and business travel to the U. S., the 36-page magazine carries information on things to do and see in this country.

Visit the USA is printed in three languages—English, French and German—and some 4,000 copies will be distributed free to travel agents in Europe. It is being published once every two months by Visit the U. S. Inc., a company headed by two New York admen, Clifford Coch and Lyal Marshall.

The one time b&w page rate is $240 (with a $125 premium for four colors) and advertisers represented in the first issue are: Barbizon-Plaza Hotel, Boeing Airplane Co., Commodore Hotel, Hotel Corp. of America, Pan American World Airways, Rail Travel Promotion Agency, Sheraton Hotel Corp. of America, Time Inc. (for *Time*) and United Air Lines. #

New 'Medical News,' Now a Weekly, Bows Jan. 6

The first issue of *Medical News* as an independent weekly newspaper for doctors will be published Jan. 6, Blake Cabot, publisher, has announced. The paper had been published for five years as a biweekly by Ciba Pharmaceutical Products. Mr. Cabot said the new *Medical News* will be printed by offset instead of letterpress and will have expanded editorial coverage. It will go to 150,000 doctors and the one time page rate has been set at $2,350. Offices remain at 130 E. 59th St., New York.

European Edition of 'Life International' Bows June 5

Life International's regional edition for Europe, announced previously, will begin publishing next June. The first issue will be dated June 5 and will deliver a circulation in excess of 175,000. The edition will be distributed in Europe, Turkey and Israel. The b&w page rate has been set at $2,450.

Woodman Joins Tally Embry

James Woodman Jr. has joined Tally Embry Inc., Miami agency, as vp and marketing director. Before moving to Miami, Mr. Woodman was marketing director of Ford Motor Co.'s Lincoln Continental division and was with Kenyon & Eckhardt in Detroit.

Heat Recovery to Ritter, Sanford

Ritter, Sanford, Miller & Kampf (formerly Ritter, Sanford & Price) has been appointed to handle advertising and public relations for Heat Recovery Corp., Newark, manufacturer of air-to-air rotary exchangers. This is Heat Recovery's first agency.

Newspaper R.O.P. Color Linage Up 18% in '60, Hoe Reports

NEW YORK, Nov. 29—Newspaper r.o.p. color in September totaled 16,273,115 lines, up 18.4% over linage reported for the same month in the preceding year, according to a report issued by R. Hoe & Co. Color linage for the first nine months of 1960 totaled 127,693,157 lines, an 18.7% gain over the like 1959 period.

Automotive color linage in September totaled 1,186,955 lines, a 43.3% jump over September last year. Auto linage for the first nine months of 1960 amounted to 13,565,510 lines, up 4.6% over the first nine months of '59.

General linage in September totaled 6,626,695, a 17.3% gain over September last year. General linage in the first nine months of '60 amounted to 47,324,070 lines, up 16.5% over last year.

▪ Leading national advertisers using r.o.p. color in September were Camel cigarets (542,021 lines); Philip Morris cigarets (316,679); Ford Motor Co. (249,589); Shell Oil (234,832); and Salem cigarets (213,943).

Among national classifications, cigarets led the r.o.p. list with 1,361,449 lines in September, followed by liquors, 690,063 lines; passenger cars, 555,030 lines; gasolines and oils, 549,863 lines; and dairy products, 502,305 lines.

The Hoe report is based on a Media Records check of 400 newspapers in 140 cities. #

BACON'S ALL NEW 1961 PUBLICITY CHECKER

Now with perforated and gummed revisions
FOR FAST, EASY UP-TO-DATE CHANGES

BACON'S PUBLICITY CHECKER 1961

- Over 3500 Listings
- 99 Market Groups
- Business, Farm, Consumer Magazines
- Coded for Type of Publicity Accepted
- Quarterly Revisions
- 352 pages—6-3/4" x 9-3/4"
- Rugged Spiral Fabricoid
- Lays Flat in Use

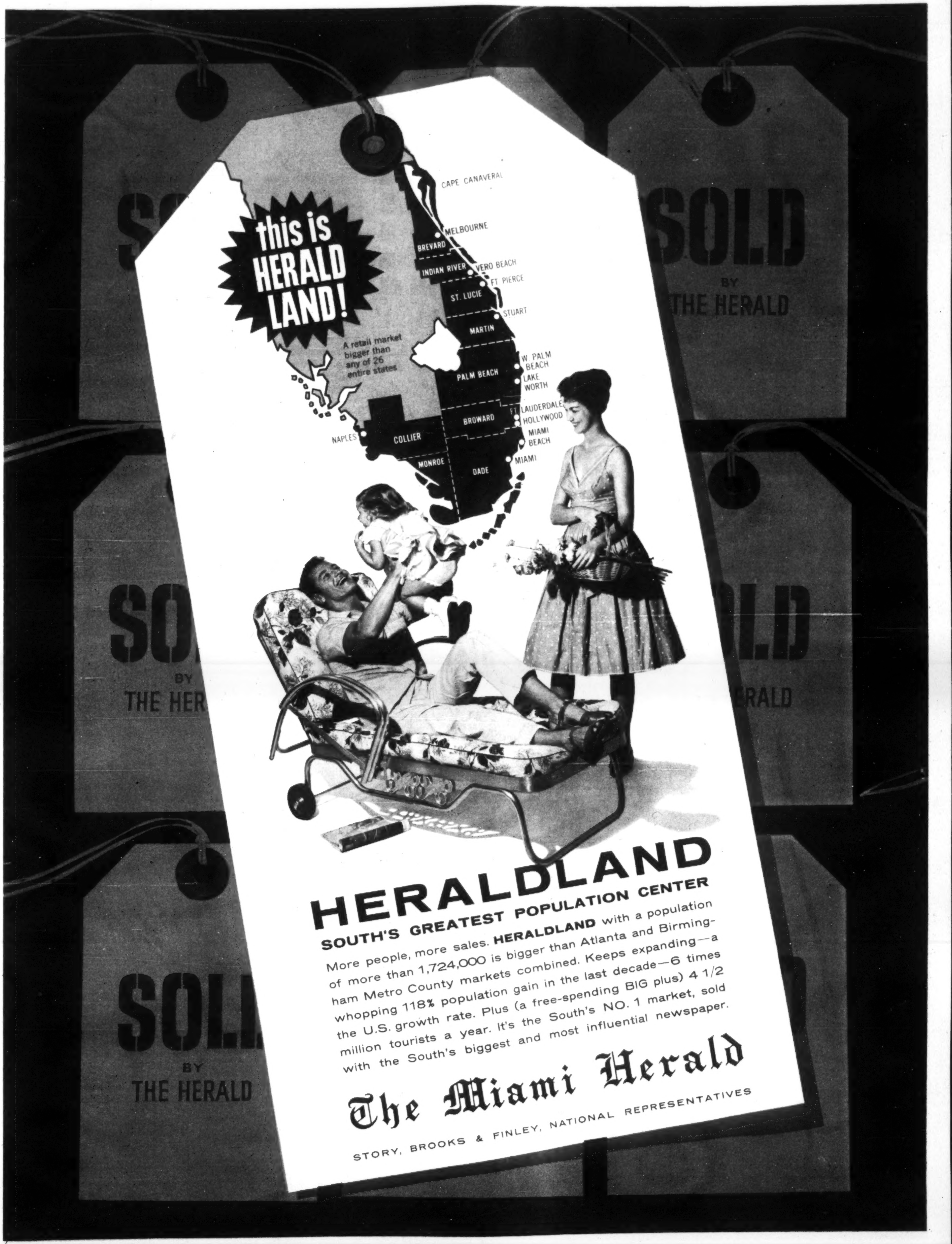
SENT ON APPROVAL
$25.00
with revisions Feb., May, August

THE ACCEPTED TOOL FOR EFFECTIVE PUBLICITY HANDLING

The Standard directory for release lists. New revision paste-overs will allow you to stay 100% up-to-date. Easy to use . . . complete...accurate.

ORDER NOW FOR 1961

BACON'S CLIPPING BUREAU
14 East Jackson Blvd.
Chicago 4, Illinois


this is HERALD LAND!
A retail market bigger than any of 26 entire states
CAPE CANAVERAL
MELBOURNE
BREVARD
INDIAN RIVER
VERO BEACH
FT. PIERCE
ST. LUCIE
STUART
MARTIN
W. PALM BEACH
PALM BEACH
LAKE WORTH
FT. LAUDERDALE
HOLLYWOOD
BROWARD
MIAMI BEACH
MIAMI
DADE
NAPLES
COLLIER
MONROE
SOLD BY THE HERALD

HERALDLAND

SOUTH'S GREATEST POPULATION CENTER

More people, more sales. **HERALDLAND** with a population of more than 1,724,000 is bigger than Atlanta and Birmingham Metro County markets combined. Keeps expanding—a whopping 118% population gain in the last decade—6 times the U.S. growth rate. Plus (a free-spending BIG plus) 4 1/2 million tourists a year. It's the South's NO. 1 market, sold with the South's biggest and most influential newspaper.

The Miami Herald

STORY, BROOKS & FINLEY, NATIONAL REPRESENTATIVES

TESTING

Herbert Tareyton Cigarettes was tested in the Portland, Maine market, the ideal test city.

1

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

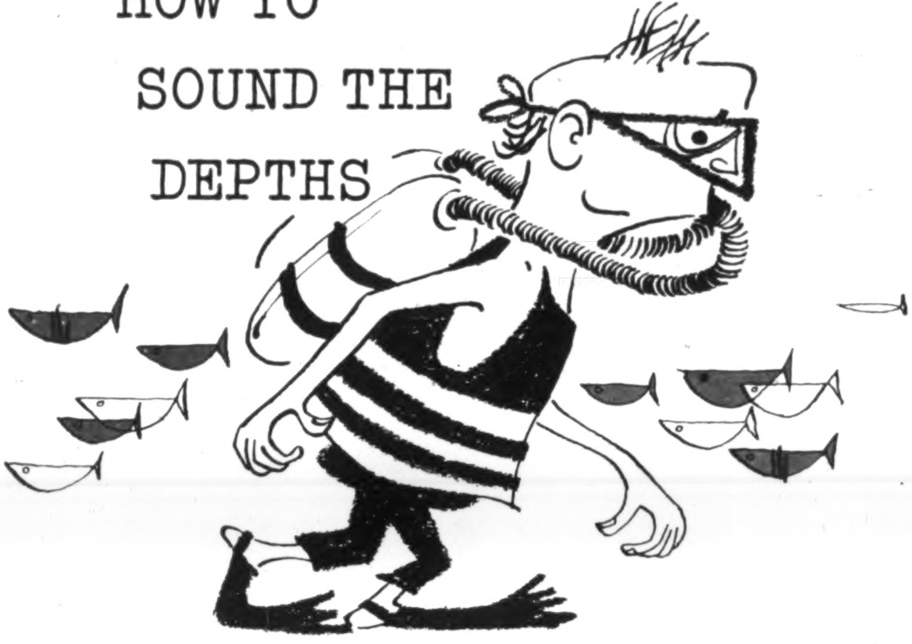
PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

* source Sales Management

100% coverage of city zone
94% coverage of ABC retail zones

represented by the
Julius Mathews Special Agency, Inc.

HOW TO SOUND THE DEPTHS



(OF YOUR MARKET)

You can forget about divining rods, bathyspheres and high frequency oscillators. With the help of Mass Mail, you can plumb the depths of your market at relatively little cost and great profit.

The publisher of a high priced book set has successfully used Mass Mail to expand what was originally a limited market of intellectuals. He is now selling complete libraries and accessories to a broadened parent and leisure market.

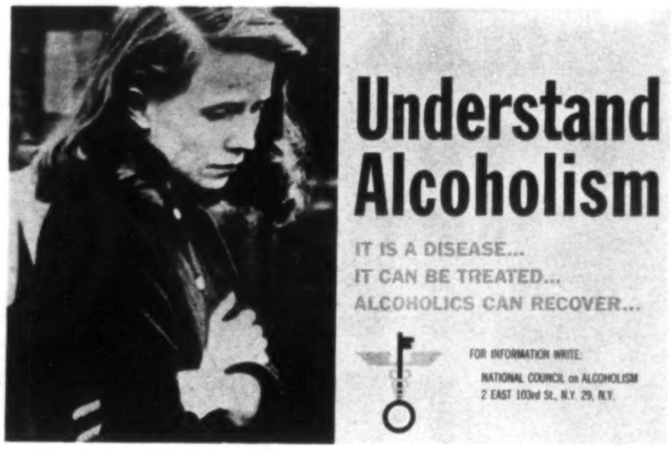
Lemarge assisted in the initial exploration and testing of these new markets. Our knowledge of Mass Mail techniques was used in the selection of test markets, creation of art and copy, production and processing.

This knowledge is the result of years of pioneering experience in the field of Mass Mail. During that time, Lemarge has developed new approaches and methods for market and product testing, evaluation of data, mechanical production and processing of direct mail, and the creation of sales-reaping art and copy.

Lemarge is currently cooperating with some of the nation's biggest advertisers in the production of Mass Mail advertising that reaches the heart of every type of market. Perhaps we can perform a similar service for you.

LEMARGE Mass Mail Specialists

Lemarge Mailing Service Company, 417 So. Jefferson St., Chicago 7, Illinois



Understand Alcoholism

IT IS A DISEASE...
IT CAN BE TREATED...
ALCOHOLICS CAN RECOVER...

FOR INFORMATION WRITE:
NATIONAL COUNCIL on ALCOHOLISM
2 EAST 103rd St., N.Y. 29, N.Y.

AGENCY AIDS FIGHT—*Batten, Barton, Durstine & Osborn created a new series of ads free of charge for the National Council on Alcoholism's first national campaign, which began Nov. 28. NCA will distribute 50,000 of the ads as car cards, magazine ads and outdoor displays in over 200 major communities in the U. S. and Canada.*

Marsteller Adds Fansteel; Names Monge, Herbrecht

Fansteel Metallurgical Corp., North Chicago, has appointed Marsteller, Rickard, Gebhardt & Reed, Chicago, to handle its advertising, effective Jan. 1. Symonds, MacKenzie & Co., Chicago, is the former agency of record. Marsteller estimates the account will bill about $200,000 in 1961. At the same time, Fansteel has named Burson-Marsteller Associates to handle its public relations and has appointed Marsteller Research as its market research agency.

Jack B. Monge, formerly of Marsteller's Chicago staff, has been transferred to the New York office as associate production manager. Albert P. Herbrecht, who joined the agency in 1959, has been appointed assistant art director.

German Magazine to Show U.S. Graphic Arts

The Composing Room Inc., New York typographic company, is packaging a 16-page showing of American graphic arts techniques for the noted German magazine, *Der Druckspiegel*. The inserts will feature the work of Lester Beall, who has his own studio; Brownjohn, Chermayeff & Geismar, a design group; Gene Federico, vp and art director of Benton & Bowles; and Herb Lubalin, vp and art director of Sudler & Hennessey.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

'Recession' Is the Word for Present Slump, George Says

DETROIT, Nov. 29—"It's a real grievance to have to suffer a hangover without any preliminary binge, but that's what the circumstances of the present business slump appears to be," Edwin B. George, director of economics of Dun & Bradstreet, told the Industrial Marketers of Detroit last week.

"We are in our second recession within three years, without having experienced much boom in between," he said.

"Business was not supposed to have slumped until 1961, and then only after some enjoyable excesses in expansion, sales and profits. Some say we are still on a rising curve, others, that we have actually gone through a recession while looking ahead for it. I fear both views are too hopeful," the economist said.

"Not only is this a bona fide recession, but it has some distance to go. But it will be a smaller setback than in the 1957-58 recession," according to Mr. George.

■ "By industries and products, the better performers should be farm equipment, building by non-profit institutions, spending by commercial enterprises and investment by the gas and electrical utilities," Mr. George said. Railroads, the textile industry, other transportation and miscellaneous metal working industries will be weaker. Residential construction should not change much, he said. #

Seek Bill to Prohibit Outdoor Signs on Pennsylvania Roads

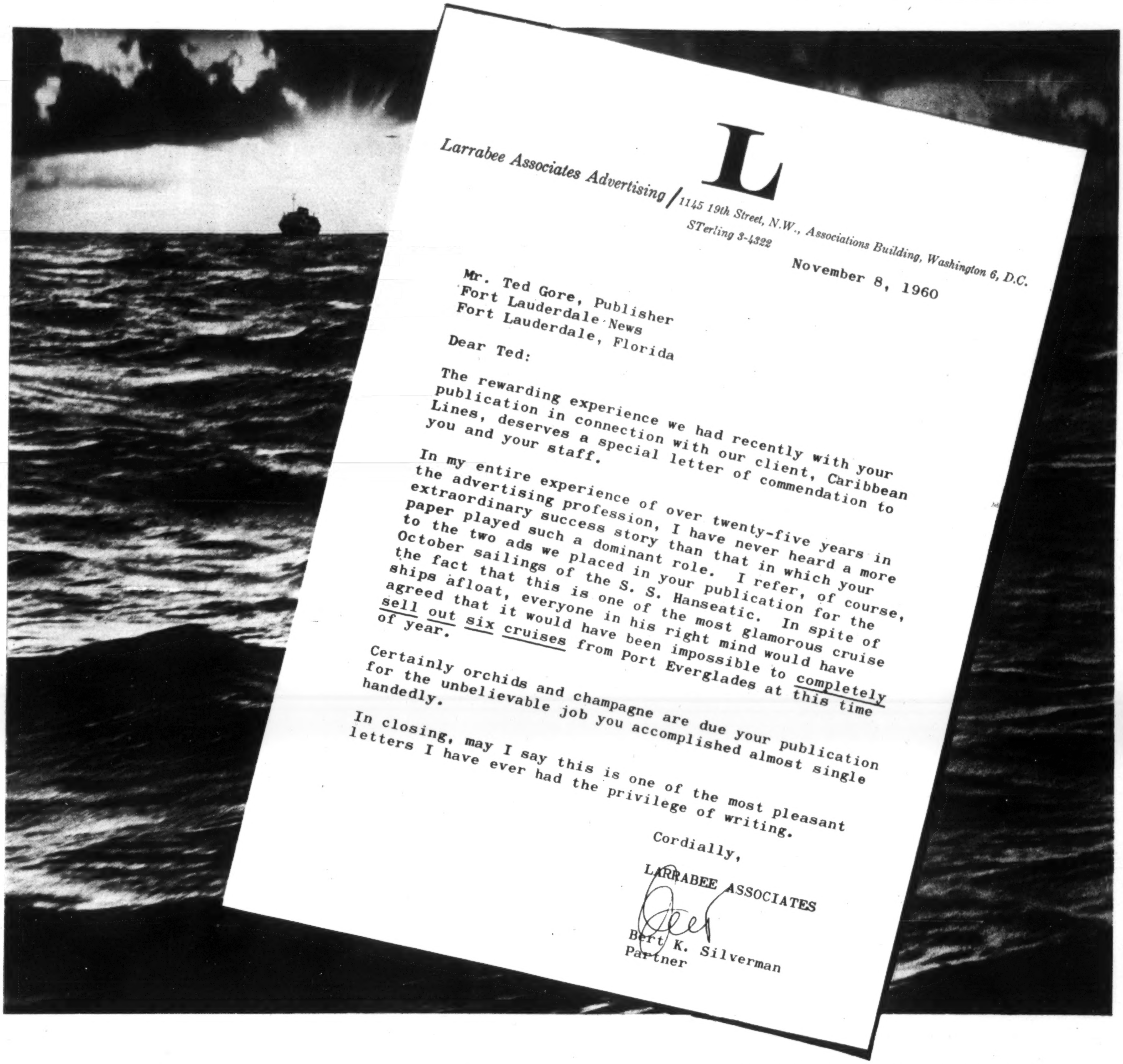
Frank H. Martin, Pennsylvania highways secretary, has promised that an all-out attempt will be made at the 1961 session of the Pennsylvania legislature to pass a bill prohibiting the erection of outdoor posters along interstate highways in Pennsylvania. The proposed bill would prohibit outdoor signs within 600′ of interchange highways, with certain exceptions, he said.

Mr. Martin said that if Pennsylvania passed an effective bill by complying with federal standards, the state would receive between $5,000,000 and $6,000,000 in federal aid, based on 0.5% of the construction cost. A similar bill, introduced in 1959, was defeated.

Collway Boosts Hyatt

Collway Pigments division of General Aniline & Film Corp., New York, has named Robert C. Hyatt director of marketing. He was formerly manager of administration with the division.

How's this for advertising results?



L

Larrabee Associates Advertising / *1145 19th Street, N.W., Associations Building, Washington 6, D.C.*
STerling 3-4322

November 8, 1960

Mr. Ted Gore, Publisher
Fort Lauderdale News
Fort Lauderdale, Florida

Dear Ted:

The rewarding experience we had recently with your publication in connection with our client, Caribbean Lines, deserves a special letter of commendation to you and your staff.

In my entire experience of over twenty-five years in the advertising profession, I have never heard a more extraordinary success story than that in which your paper played such a dominant role. I refer, of course, to the two ads we placed in your publication for the October sailings of the S. S. Hanseatic. In spite of the fact that this is one of the most glamorous cruise ships afloat, everyone in his right mind would have agreed that it would have been impossible to completely sell out six cruises from Port Everglades at this time of year.

Certainly orchids and champagne are due your publication for the unbelievable job you accomplished almost single handedly.

In closing, may I say this is one of the most pleasant letters I have ever had the privilege of writing.

Cordially,

LARRABEE ASSOCIATES

Bert K. Silverman
Partner

TWO ADS SELL OUT SIX CRUISES IN "OFF" SEASON

■ These spectacular sales results are typical of the kind of send-off the Fort Lauderdale News gives every kind of product and service . . . from cruises to cars . . . from cosmetics to candy bars. For only the News covers responsive Broward County with its zooming population of 329,406.

Here is the **fastest growing** STANDARD METROPOLITAN STATISTICAL AREA in the nation today—and the News gives you 147% more circulation in Fort Lauderdale and 50% more circulation in Broward County than any other newspaper (ABC period ending 3/31/60).

Plan now to climb aboard. Advertise your product in the News and launch your product with a big splash. Write for details or contact Ward Griffith Company, Inc. about Florida's No. 1 Evening Newspaper in Total Advertising.

FORT LAUDERDALE • FLORIDA

FORT LAUDERDALE NEWS

Rodeo Push by Borden

A live pony, free tickets to the World Championship rodeo and autographed pictures of rodeo stars were given away as part of a Texas-size rodeo promotion of the Chicago Metropolitan region by Borden Co., Chicago. Featuring half-gallon packages of Borden's Rodeo Toffee ice cream, the promotion offered a coupon on the cartons, good for one free ticket to the show with the purchase of one ticket. The rodeo was held from Nov. 26 through Dec. 3 at Chicago's International Amphitheatre.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

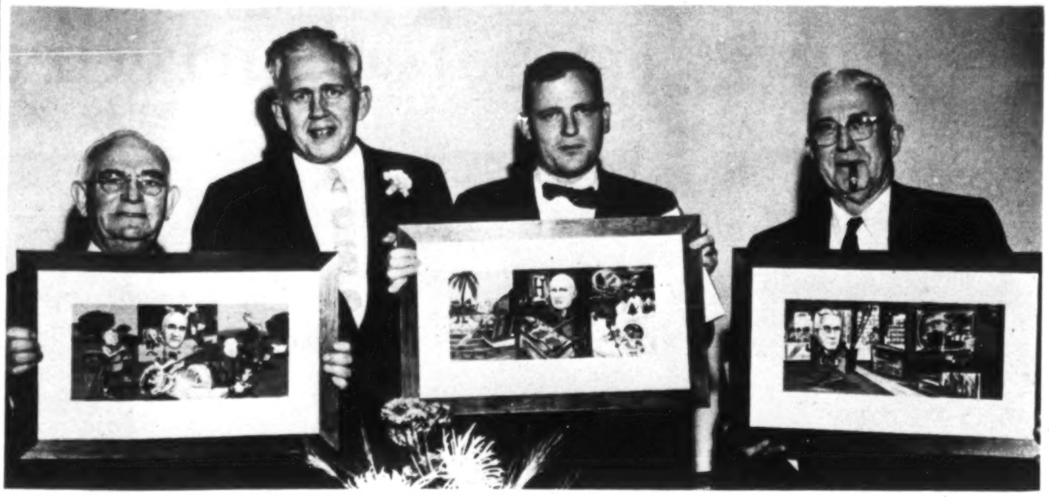
The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Heritage Renamed Javelin

Heritage Productions, New York, tv film distributor recently acquired by Independent Television Corp., has been renamed Javelin Productions and will operate as a division of Independent Television. Mel Schlank, previously president of World-Wide TV, tv film distributor, has joined Javelin as general sales manager.

Photek to Horton, Church

Photek Inc., Kingston, R. I., manufacturer of office copying equipment and supplies, has appointed Horton, Church & Goff, Providence, to handle its advertising.



Shipley Adams Hardinge Jordan

LOYAL CLIENTS—*Adams Associates, York, Pa., celebrated its 15th anniversary with a luncheon party attended by more than 80 clients. Three clients who have been with the agency since its inception were presented with paintings tailored to each client's peculiar problems. Here, Jack Adams, president of the agency, presents the pictures to the clients: S. H. Shipley, chairman of the board, York-Shipley; H. DeForest Hardinge, assistant to the president, Hardinge Co.; and George Jordan, chairman of the board, Drovers & Mechanics National Bank of York.*

750,000 Attendance Mark for Auto Show Set by Chicago

DETROIT, Nov. 29—Chicago is shooting for an attendance of 750,000 for its nine-day auto show next February, about one-half the number of people attracted by the National Auto Show in Cobo Hall here in October.

Officials of the 1961 Chicago show were in Detroit Nov. 21 with a presentation for some 200 manufacturers, advertising representatives and newsmen. Don C. Mullery, chairman, said the attendance he and his committee are aiming at will represent a 50% gain over last year. He said he expects the new site, the $35,000,000 McCormick Place on the lake front, to make it easily attainable.

Chicago Automobile Trade Assn., sponsor of the show, said more than 400 new passenger cars and trucks will be displayed. Record attendance in Chicago so far has been 518,521, set in 1958. #

Trans-World to Introduce 'Global Technology' in April

Trans-World Publishing Co., Euclid Ave. at 107th St., Cleveland, will introduce a new publication, *Global Technology*, in April. The new publication will include feature articles on new designs and design improvements of aircraft, missiles, automobiles, machine tools, printing presses, power lawn mowers, instruments, controls and servo-mechanisms of companies throughout the world.

Sutton Appoints Baldwin

Sutton Publishing Co. has appointed William H. Baldwin New England district manager of *Industrial Electronics*.

Lanolin Plus Will Market Color Plus, Strengthener Enamel

NEW YORK, Nov. 29—Lanolin Plus Inc. is moving into the fashion makeup field with the introduction of Color Plus, a nail strengthening enamel.

The product has been tested in California since September (AA, Oct. 3) and will be launched nationally about mid-January, according to Morton Edell, Lanolin Plus president. Promotion will be heavy spot television, newspapers and "limited" magazines. Advertising will stress the "moisture shield" qualities of the product and its ability to stop splitting, cracking nails. Daniel & Charles is the agency.

■ Mr. Edell said he expected the advertising expenditure to be equal to the national introduction for Wash 'N Curl, but he hoped for an even higher volume than Wash 'N Curl. Color Plus comes in 17 colors and sells at $1 a bottle.

The company has organized a beauty division to sell professional sizes to beauty salons.

Several years ago Lanolin Plus had a nail hardening enamel which was a flop. Mr. Edell said that $300,000 was lost in one year promoting that product. Color Plus has had intensive product research and consumer demand in the West Coast area is reported highly enthusiastic.

Last month Lanolin Plus made advertising agency changes which saw its account leave Erwin Wasey, Ruthrauff & Ryan after two years and be split between C. J. La Roche & Co. and Daniel & Charles. #

'International Super Marketing' Ceases Publication

International Super Marketing, the monthly of the Red & White Corp., Chicago, has ceased publication. The November issue was the last, Herbert T. Webb, publisher and Red & White president, said. Founded in 1929 as the company's external house organ, it had become an advertising medium for food manufacturers.

Saginaw Names Dudgeon

Dudgeon, Taylor & Bruske, Detroit, has been named by General Motors' Saginaw Steering Gear division, Saginaw, Mich., to handle a merchandising and technical communications program for its ball-bearing screws and splines. The program will supplement national advertising, handled by D. P. Brother & Co.

Ad Clinic #21

(a transparent device to get you to read this Sheraton ad)

by Topp O.D. Tish

Avoid reaching for effect

HOW TO BE "HOME FREE" IN 4 SECONDS
SHERATON HOTELS

Use of the vernacular is usually unspectacular, particularly when it is dated. This phrase went out with "Babbitt."

Could this headline possibly refer to fast reservations?

This time you're absolutely right, Topp. What our writer was trying to say is that Sheraton can reserve a room for you practically anywhere in 4 seconds via RESERVATRON, Sheraton's exclusive electronic miracle that links 56 Sheraton Hotels. We also wanted to get across the idea that this is a free service. Out of gratitude, we're offering you (and anyone else who wants it) a free 104-page Sheraton booklet designed to fill you in on Sheraton and, strictly as an afterthought, to help us check the pull of this ad. Write: **Sheraton Corp., Ad Age Ad #21, 470 Atlantic Ave., Boston, Massachusetts.**

PROOF POSITIVE

The TV Buy Delivers Quality Markets

S. R. D. S.*
3 of Texas' Top 4
"C. S. I. per hsld." Markets

1.	Odessa-Midland	$7638
2.	El Paso	6891
3.	Wichita Falls	6794
4.	Amarillo	6763
5.	Galveston	6694
6.	Lubbock	6640

*Spot TV Rates and Data, Aug. 1960
Consumer Market Data, Jan. 1960

Sales Mgmt.*
3 of Texas' Top 5
"E. B. I. per hsld." Markets

1.	Odessa-Midland	$7128
2.	Wichita Falls	6671
3.	Lubbock	6611
4.	Amarillo	6557
5.	El Paso	6390
6.	Houston	6383

*Sales Management
Survey of Buying Power,
July 10, 1960

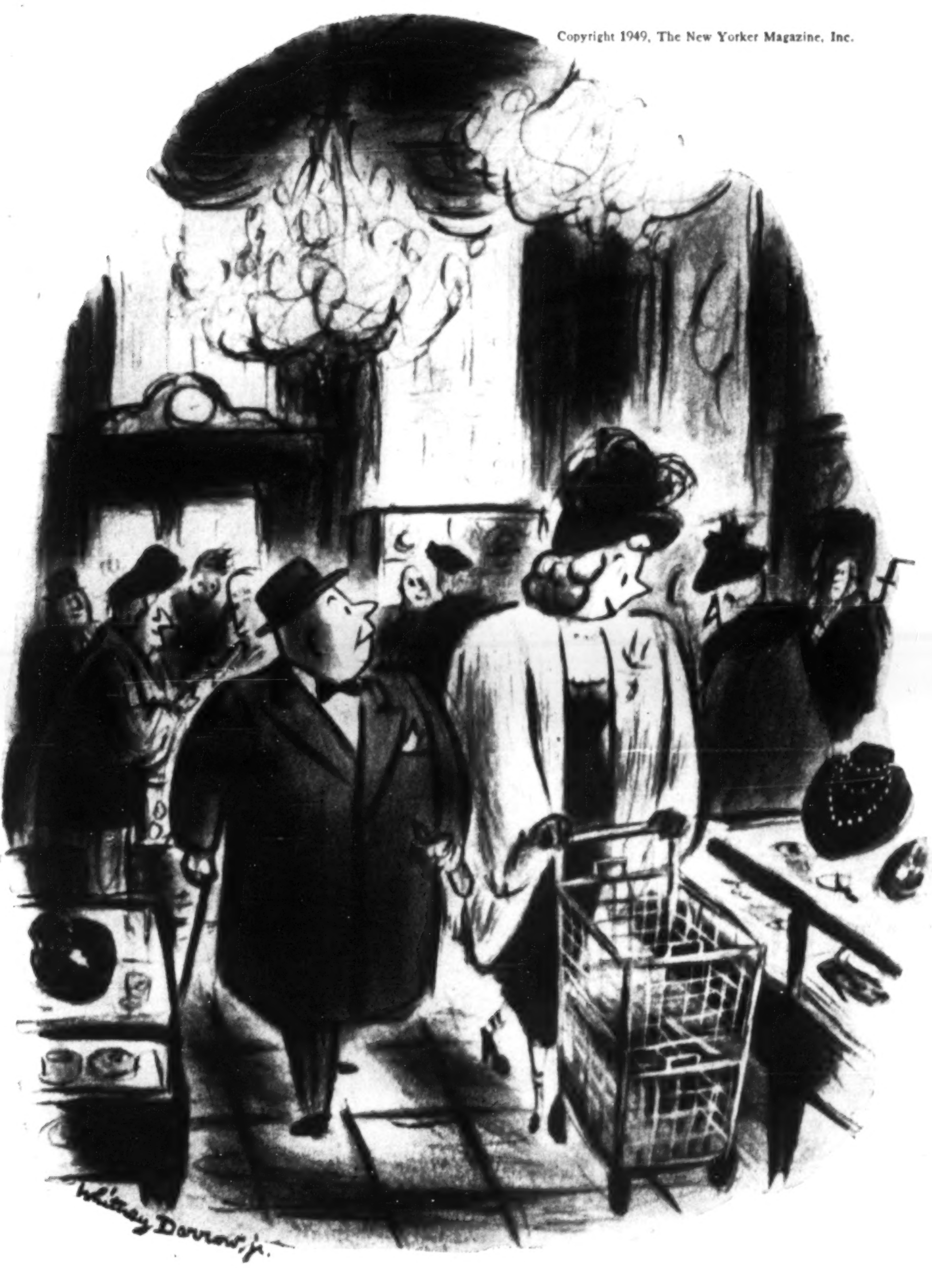
TRIGG VAUGHN STATIONS
KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA-MIDLAND

3 QUALITY STATIONS / QUALITY MARKETS / 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chmn. of the Board Cecil L. Trigg, President
George C. Collie, Nat'l. Sales Mgr.

THE NEW YORKER creates

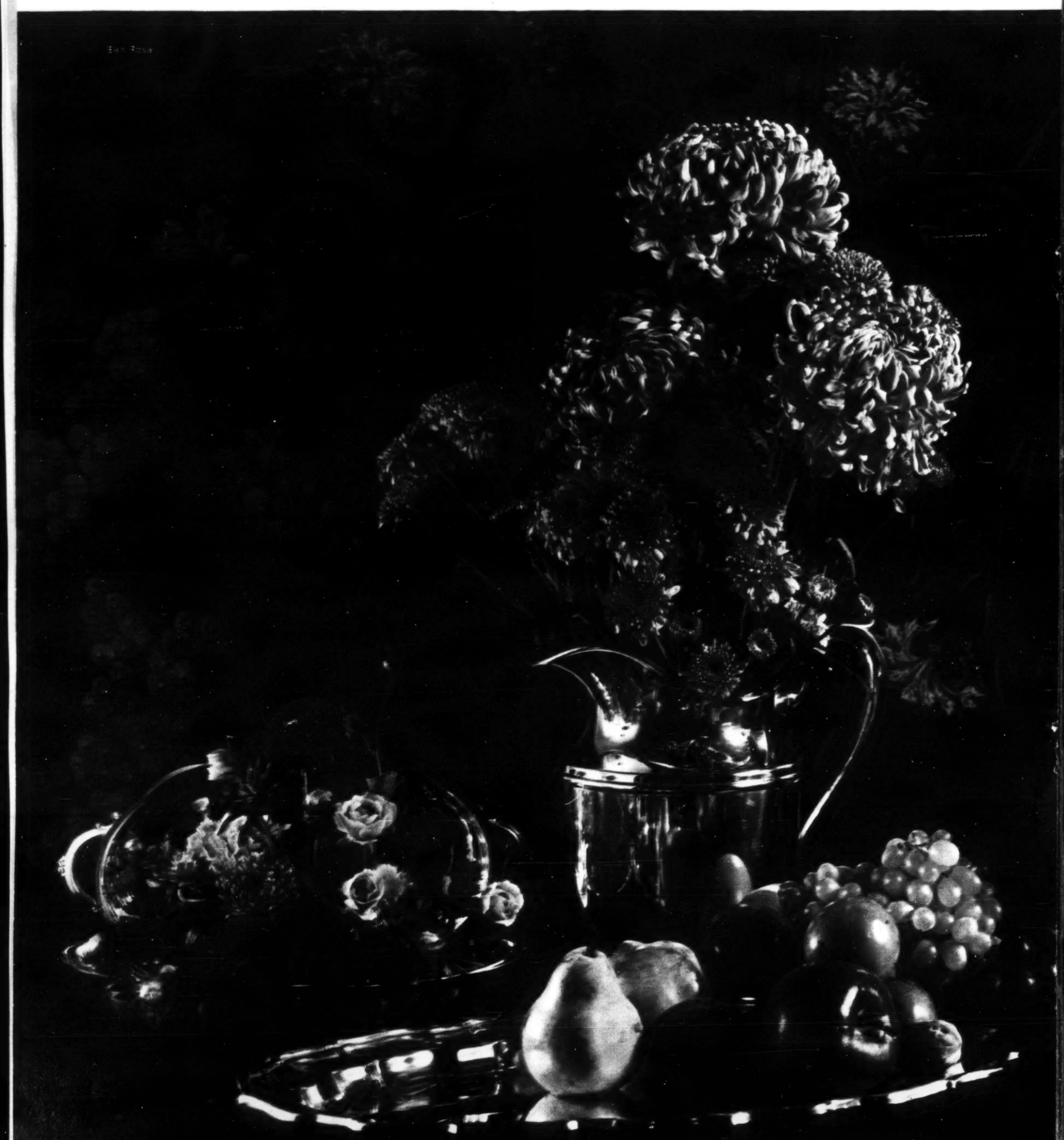
Copyright 1949, The New Yorker Magazine, Inc.


Whitney Darrow, jr.

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

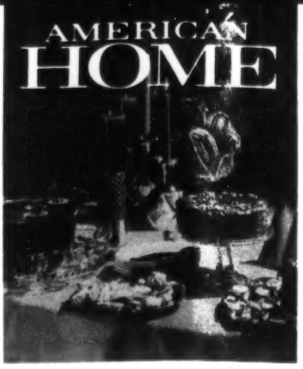
American Home is abloom with 33% more advertising orders

It's a blooming fact! American Home has 33% more advertising on order for the first half of '61 than at this time last year. How does American Home's garden grow? With a new youthful vitality, a new blaze of color, a new bold look, a new depth of in-



Ben Rose

formation. That's why newsstand sales are shooting 'way ahead of last year. That's why blue-chip advertisers are swelling the ranks of new and renewed accounts. Isn't it time to plant your product in the exciting new American Home and watch sales grow?



A Curtis magazine read by 12,000,000 men and women with a consuming interest in the home

PHOTO FROM DECEMBER AMERICAN HOME

General Mills Launches Biggest Holiday Promotion

General Mills, Minneapolis, will launch the biggest holiday promotion in its history, featuring six four-color page ads spotlighting Betty Crocker products, plus two pages of food editorial material, in more than 200 Sunday and daily newspapers the first part of December. Included in the eight-page removable section, entitled "Holiday Favorites," will be recipes for fruit cake, cranberry nut bread and candy cookies. The ad will appear in *Parade* and *This Week Magazine* Dec. 4, in 13 independent supplements on Dec. 4 or 11 and in 12 daily newspapers during the week of Dec. 4.

Seabrook Adds Division

Seabrook Farms Co., Seabrook, N.J., has established a new products division under the direction of Donald C. Strassel, formerly northeastern regional manager.

Sales MeeT-iNGs BY RaPiD arT

Planning a sales meeting? It's no longer necessary to scurry uptown and crosstown when all of your visual aid needs are instantly available under one roof at RAPID ART.

Whether you require a three-dimensional display, an easel-card presentation, film strips and slides — or simply a series of free-standing graphs and charts, RAPID ART's skilled designers, letterers, carpenters, silk screen artists and typographers, can effectively dramatize all of your selling points.

CALL: **MU 3-8215**

6

FULLY-EQUIPPED DEPARTMENTS

■ COPY & DESIGN ■ SILK SCREEN ■ ART & PRODUCTION ■ TYPE & LETTERPRESS ■ BOOKBINDING ■ DISPLAYS & EXHIBITS

RaPiD arT SerViCe INC.

304 EAST 45 ST NY 17

Pennyweight Passes . . .

Britain Moves to Uniformity in Package Sizes

Law Pushes Labeling Toward Metric System; Sausage Still Untrammeled

LONDON, Nov. 29—The Macmillan government has promised Britain's shoppers a new "package deal" that will outlaw the bewildering tags of "large," "giant" and "economy" packages.

The new act, the Weights & Measures Bill, will insist that packages show the housewife exactly what she is getting for her money. It also moves part of the way toward accurate labeling of food and other commodities.

After the bill becomes law, most packaged foods will have to be clearly marked with weight or quality. This will also apply to commodities such as detergents and soap flakes which are presently sold without weights marked in containers much larger than their contents.

■ But the bill does not go all the way toward meeting abuses which have been frequently attacked by consumer and housewives organizations.

For instance, it lays down that all meat shall be sold by weight. But it exempts such articles as meat pies and sausage rolls—so the amount of sausage in a sausage roll can remain a standard vaudeville joke.

Also foreshadowed by the bill is a gradual edging by Britain toward the metric system. The pound and the yard will no longer be arbitrary units of Imperial measurements but will be pinned firmly on their metric equivalents—the yard to be .9144 of a meter and the pound to be .45359237 of a kilogram.

■ In some parts the bill reads like a school child's charter, providing as it does for eventual abolition of ancient weights and measures such as the bushel, peck, pennyweight, perch, pole and rod, and even the venerable apothecaries' weights and measures which have existed since the Middle Ages.

Main provisions of the bill as they apply to packaged goods:

1. Pre-packed haberdashery, such as ribbon, elastic, tape and thread, must have the quantity labeled.

2. Cleansing and scouring powders, detergents, soap flakes, calcimine and some other cleaning materials must be marked by weight.

3. Paints, paint thinners and removers, liquid detergents, and varnishes and some other liquids must be marked with, or sold by, capacity measurements.

4. A wide range of packaged foods must indicate net weight—but nothing is said about indicating how much of the contents of such items as canned vegetables is merely water.

5. Bars will sell spirits to be drunk on the premises only in one-quarter, one-fifth, or one-sixth gills or in multiples of these measurements (a gill is one-fourth of a pint).

■ The "short-weight" provision of the bill makes it an offense for a seller to give less than he claims or less than would correspond with the price charged.

It will also be an offense to mislead anybody about the quantity of goods on sale.

A first offense will carry a maximum fine of £100 ($280). A second offense could mean a fine of £250 ($700) or three months imprisonment—or both.

Most of the bill's provisions will come into force six months after it becomes law. But manufacturers of many goods will be given two years' grace to use up existing stocks of labels.

■ Under the bill, canned and bottled beers will have to be labeled with the exact amount in pints or fluid ounces. Such descriptions as "two-glass size" will no longer do.

The bewildering array of odd-size breakfast cereals will also disappear. They must be packed in quantities of two, four, eight, or 12 oz., 1 lb., 1½ lb. or a multiple of 1 lb.—marked on the container.

Most pre-packed sweets, chocolates and soft drinks will have to be marked. So will things like kerosene, gasoline, oil for central heating, wood preservative fluids including insecticides and fungicides.

■ The bill is largely the result of complaints from housewives—particularly women members of Parliament—and consumer protection associations, stemming from the modern revolution in pre-packaging.

John C. Braun, secretary of the Institute of Practitioners in Advertising, considers that "the advertising industry need have little cause for alarm at the bill, provided that care is taken to ensure the correct weights and measures are stated on all packaging material relating to the wide range of goods covered in the appropriate schedules." #

Marketscope Research and Oxtoby-Smith Add Staffers

Two market research companies in New York have made additions to their staffs. Edmond Francis, formerly with U. S. Plywood Corp. and Audits & Surveys, and Aileen Hughes, formerly with Crossley-S. D. Surveys, have joined Marketscope Research Co. as project director and field director, respectively.

Dr. Louis Schatz and Anne Wilderman, research psychologists, have joined Oxtoby-Smith Inc. Dr. Schatz was formerly with Benton & Bowles. Miss Wilderman was formerly with the George H. Kress Co. and Columbia University.

Gaynor & Ducas Names VPs

Gaynor & Ducas, New York, has promoted George Spindler, who joined the agency as art director in April, to vp. He formerly was with Grant Advertising. Harold S. Tolley Jr., pr director of the agency's West Coast branch with headquarters in Beverly Hills, has been promoted to vp in charge of pr at the branch.

For Tax Exemption, Association Must Be More Than Publisher

WASHINGTON, Nov. 29—If non-profit associations want to hold onto their tax-exempt status, they'd better make sure their purpose isn't just to put out a magazine, the Internal Revenue Service has warned.

The IRS may narrow the points of contention in a running argument involving magazines published by non-profit, tax-exempt associations and their commercially-owned competitors.

Commercial publishers have long claimed that revenue coming from non-profit association publications should be taxed as an unrelated business activity. The non-profit associations have countered that their magazines contain information which is directly linked to their tax-exempt purpose—charitable, scientific, literary or educational—and is vital to their members (AA, July 25).

■ Although the latest decision isn't aimed specifically at magazines put out by these non-profit trade associations, which ordinarily do a lot more than just publish magazines, IRS made it clear that any organization which banks its tax-exempt status solely on printing a magazine will lose its tax exemption.

IRS uses an unnamed foreign-language magazine aimed at a certain immigrant group to explain its new rule. Purpose of the magazine is to acquaint the group with the American life and to serve as a vehicle for its creative efforts. The association had no other activity.

It's not enough, IRS said, for the organization to publish the magazine for charitable, scientific, literary or educational purposes. If the corporate activities are per se business activities—such as putting out a magazine for its members and the general public devoted exclusively to the non-profit advancement of charity, science, literature, or education—IRS has ruled that the organization is not tax-exempt.

■ The way IRS sees it, the assets of the association are subject to the usual business risks of the publishing business. Also, "materials may be selected and purchased for publication, and other operations in publishing and distributing the magazine may be undertaken, at the discretion of the corporate officers and without regard on their part of the fiduciary responsibilities that ordinarily attach to funds and assets definitely committed to charitable, scientific, literary or education uses," IRS stated.

IRS stressed that the mere fact the organization is not set up for profit of its members doesn't make it automatically exempt. To qualify for exempt status, the association has got to be "operated exclusively" for an educational or scientific purpose—and not for the business purpose of publishing a magazine. #

Pontiac Bank Launches Push to Increase Savings Business

Community National Bank, Pontiac, Mich., is giving away 256 prizes, including a 17-day trip to Paris for two, a 1961 Pontiac Tempest, a $2,000 scholarship, portable tv sets, transistor radios, and camera kits, in an all-out campaign to increase its savings account business by a direct comparison of advantages over savings and loan associations.

Media being used to back the campaign include two-color and b&w newspaper ads in the 16 communities the bank serves, 50 commercials a week over WPON, Pontiac, and outdoor posters. To be eligible for the contest, entrants must register and drop their numbered cards into transparent drums located in each of the bank's 11 offices. Corresponding numbers (which winners must retain and present for their prizes) appear on a brochure, "Check the Big Difference Between Mere Promises and Solid Guarantees."

Cahners Unit Publishes 5th National Business Publication

Group Marketing Plan, a division of Cahners Publishing Co., Boston, has issued its fifth national business publication, *Commercial Kitchen Equipment & Supplies.* The quarterly, which resembles trade magazines in content and appearance, is sponsored by 18 leading non-competing manufacturers in the food service field.

Each company has a page ad plus an editorial article. Current market information and new product literature listings round out the issue. Additional information may be obtained from Cahners, 221 Columbus Ave., Boston.

Vermont Daily Folds

The *Post*, Montpelier, Vt., morning daily established last July, has ceased publication.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service NewS

505 N. LaSalle St., Chicago 10, Ill.

Bloomington-Normal, Illinois

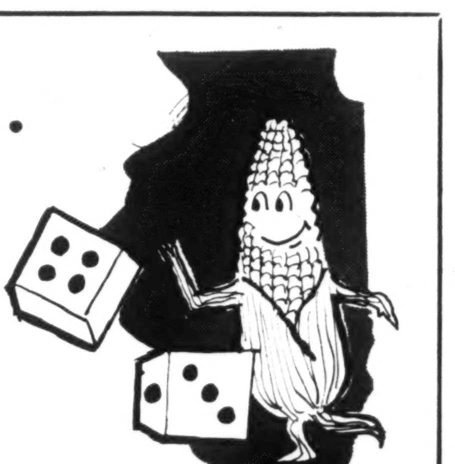
LUCKY SEVEN . . .

Illinois' seven richest counties . . .

Rich, made-to-order test market, smack in the middle of the golden, central Illinois corn belt. Here 178,00 prosperous people maintain a surprisingly even balance between industry, education and agriculture. Each year they spend over 233 million dollars from incomes 20% above the national average.

A single advertising medium reaches them all . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

R.O.P. Spot Color — plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).



Bloomington-Normal, Illinois

PANTAGRAPH

Represented by: Ward-Griffith Co., Inc.

UNOCO
3060 - 70
COURTESY
SU

▲ **Fred Hague,** National Petroleum News reader and Sun Oil's Manager of Motor Transportation at one of his truck maintenance and repair centers.

Oil Marketers Are In The Trucking Business

Oil marketing is basically "moving oil to market." And that takes trucks . . . *thousands and thousands of them, fifty million dollars worth of new ones every year* . . . just to deliver America's minimum daily diet of four hundred million gallons of gasoline and fuel oil to service stations and other bulk delivery stops.

Except for the size of his widespread truck fleet, Fred Hague, Sun Oil Company's manager of motor transportation, for example, could be considered typical of all truck-buying, truck-operating oil marketing management men. He is pictured here in two somewhat symbolic situations. One typifies his (and their) interest in the design and construction of new oil hauling equipment, including the components and materials used. The other emphasizes his (and their) unending effort to get the maximum safe and economical service out of every truck. Both these interests, and they overlap because construction and materials affect maintenance just as maintenance needs affect design, make Fred Hague and all the other truck-buying, truck-operating readers of NATIONAL PETROLEUM NEWS who spend that fifty million dollars a year for trucks prime targets for advertising of trucks and all the components, materials and equipment used in and on them.

But oil marketers are not only in the oil trucking business. They are also big buyers of stake, panel and specially-equipped trucks. The transportation of oil marketing equipment, lubricants, anti-freeze, LPG cylinders, heating equipment, tires, batteries, and a multitude of other products is a basic part of oil marketing operations. Besides that they buy the trucks used in the maintenance and service of oil marketing and heating equipment.

In short, it is not just oil trucks, or even trucks in general that oil marketing management men buy and are vitally interested in, it is every single product and service used in marketing oil. Storage tanks, valves and fittings, warehouse equipment, accounting machines, service station construction materials, lifts, compressors, lighting equipment, tools, tires, anything and everything used in the storage, transportation and merchandising of petroleum products is bought first, most and primarily by oil marketing management men. And, as no one of any objectivity can dispute, the best single way to reach them is through the advertising pages of NATIONAL PETROLEUM NEWS.

▲ **Fred Hague** (left), on inspection trip to plant manufacturing trucks for Sun.

NPN

NATIONAL PETROLEUM NEWS

For Oil Marketing Management

ALL PAID
AUDITED CIRCULATION

ABP

ABC

A McGraw-Hill Publication
330 West 42nd Street,
New York 36, N. Y.

Women 18-35 Fastest Growing Market, 'Glamour' Finds

NEW YORK, Nov. 29—Nearly half of the consumer income in the U. S. is concentrated in the households of women aged 18-35, according to a new survey by *Glamour*.

Conducted by the Gallup Organization in two waves during June and July, the survey is the first one made of the 18-35 female market, according to the magazine.

The households of these young women receive $179 billion in income, the survey shows. The market itself, today numbering 21,000,000, is the fastest growing market in the country, and by 1970 will have increased by 5,000,000, an increase greater than among the teens or any age level over 35, *Glamour* reports.

■ Other findings in the survey:

- The proportion of young women in the 18-35 market who have attended college is nearly three times greater than among women over 35.
- Of the 15,500,000 women who are married in this group, over 14,000,000 have children; 10,000,000 have two or more youngsters. Nearly 1,000,000 are married and attend school parttime, while nearly 1,000,000 are single working women attending school parttime. Of the 8,000,000 women in this age group who work fulltime, 52% are married and the majority have at least one child.
- Of the 8,000,000 working women, 67% work in business or the professions while only 31% of employed women over 35 work in these categories. In the younger age group, 300,000 women are executives, managers or proprietresses of their own business. The earnings of the fulltime workers amount to $23,500,000 annually, constituting 43% of their total household income.
- Whereas only 45% of women over 35 drive, 59% of women between 18-35 are licensed drivers. The highest proportions of these drivers are found among those having college educations (77%); live in households where the husband or household head is a business or professional man (73%); and in households with $7,000 or more annual income (73%). #

SCBA Compiles Writers List

The Southern California Broadcasters Assn. is compiling a list of free lance commercial writers and companies for dissemination to advertising agencies. The group is taking the step, because, "it has become increasingly apparent that creativeness in radio commercials achieves maximum results for the advertiser and also attracts more advertisers to the medium." Those interested in being included in the list may write to Ira Laufer, 1213 N. Highland, Hollywood.

Culver to Launch New Ad Column in 'Farm Journal'

Effective with the March, 1961, issue of *Farm Journal*, a new editorialized advertising column, "Cousin Helen's Party Line," will be published by Culver Co., New York. The column, which will be edited for farm wives and will appear in *Farm Journal* exclusively every other month, will cover food, beauty aids and homemaking. Rates, offered in two units of space, are based on $1,800 for 28 lines and $3,600 for 56 lines.

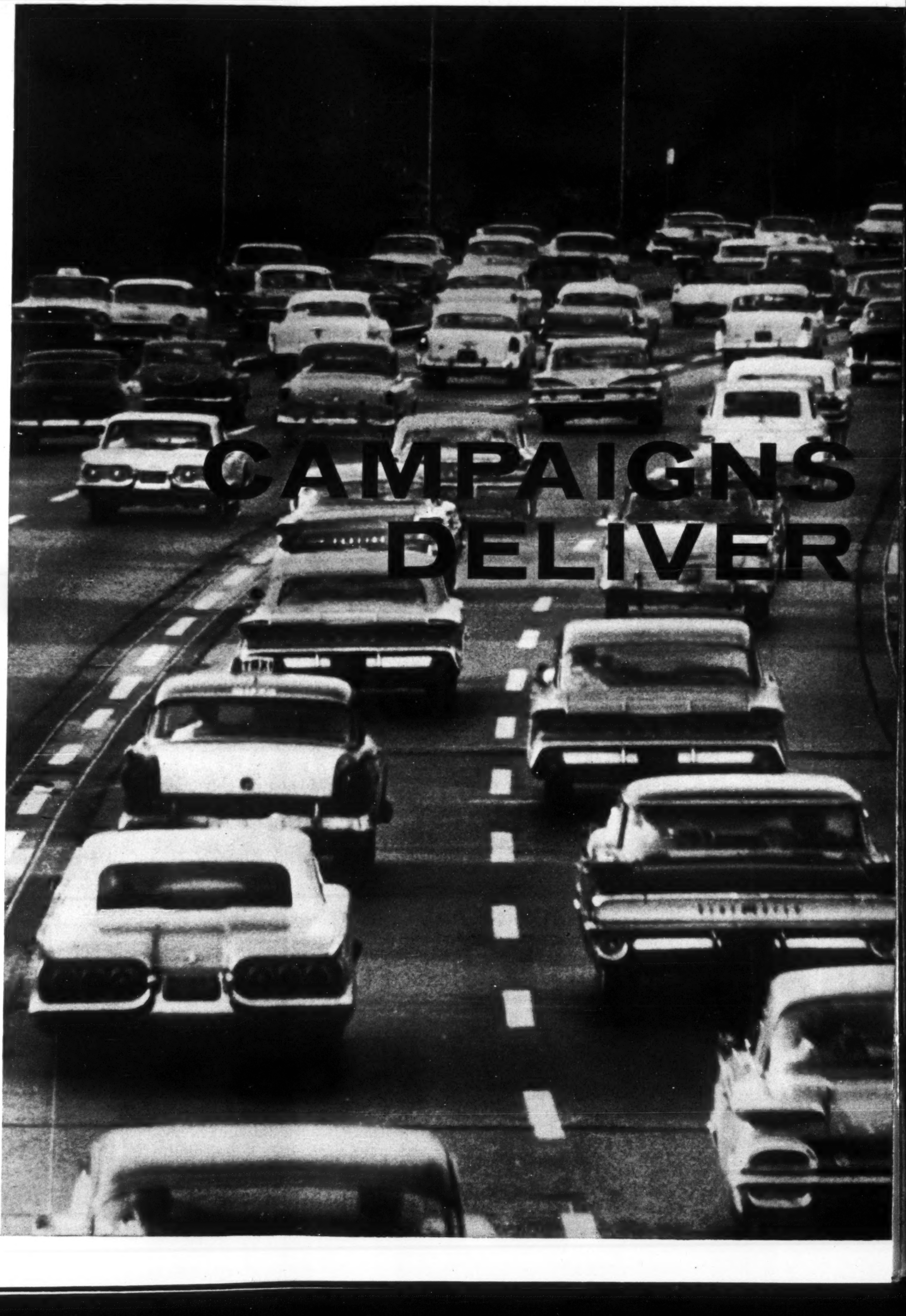
Anthes to McCann-Canada

McCann-Erickson (Canada), Toronto, has been named to handle advertising for Anthes-Imperial Co., St. Catharines, Ont., and associated companies. W. A. McCracken Ltd. formerly handled Anthes-Imperial, which makes cast iron pipe, heating equipment and other industrial products.

NEWS ACCORDING TO DOYLE

For the first time in Oklahoma, Frank Doyle, a veteran of more than eighteen years of news broadcasting, presents a fast moving news, weather and sports summary. Not simply wire service copy, but a comprehensive analysis of the NEWS ACCORDING TO DOYLE, Monday through Friday, 10:00-10:15 P. M. Acceptance of program, acceptance of products, guaranteed!

KOCO-TV
abc CHANNEL 5
OKLAHOMA CITY
BLAIR TELEVISION ASSOCIATES
National Representatives



Jan. 20 Deadline Set for Music Advertising Contest

The 11th annual American Music Advertising Conference advertising awards competition to encourage the effective use of music as an advertising theme will close Jan. 20. Any ad printed in a magazine, newspaper, business publication, company publication or other periodical in 1960, or any outdoor sign or truck poster, is eligible. The ad must employ a musical theme and must promote a non-music product or service.

Entries should be mailed to the advertising awards committee, American Music Conference, c/o Philip Lesly Co., 100 W. Monroe St., Chicago.

Tampa Okays $175,000 Budget

The board of governors of the Tampa chamber of commerce has approved an advertising budget of $175,000—about one-third of it aimed at bringing more industry to Tampa. Although the budget is $12,000 larger than last year's, it still is $50,000 less than requested by chamber advertising officials. About $36,000 will be used for ads in the *Wall Street Journal*.

Donnelley Issues New Guide

Reuben H. Donnelley Corp., Chicago, has published the fifth annual edition of "Calumet Area Street Address Directory," which lists more than 107,000 families and businesses in 12 Illinois and Indiana communities neighboring Chicago. The book lists names and telephone numbers in order of street addresses.

KGO Names Gore Sales Head

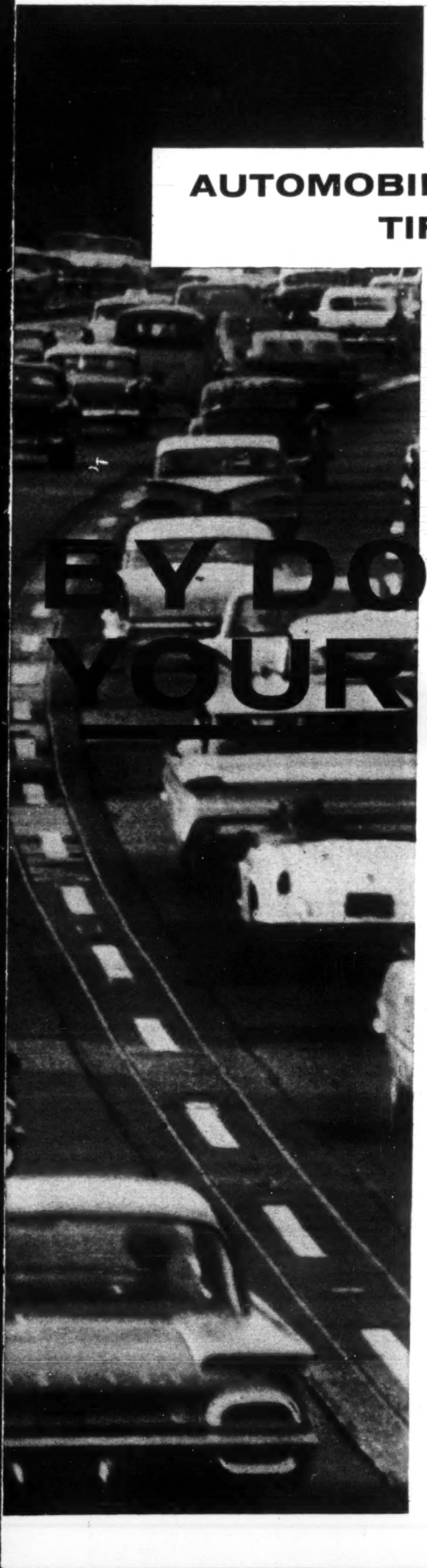
KGO, San Francisco radio station, has appointed Del Gore general sales manager. Mr. Gore was formerly an account executive of KGO-TV.

Geissinger Agency Elects Jack Lynah President

Jack Lynah, formerly vp and art director of W. B. Geissinger & Co., Los Angeles agency, has been named president of the agency, succeeding W. B. (Doc) Geissinger, who died Nov. 7. Prior to joining the agency a year ago, he operated his own agency, Lynah & Nelson, San Diego.

Jack Lynah

Other executive changes include E. A. Whitehill, formerly account executive, to exec vp, and Mark Larkin to vp of public relations. V. L. Geissinger, widow of Mr. Geissinger, will serve as chairman of the board. S. R. Bullock continues as secretary-treasurer.



AUTOMOBILE OWNERSHIP—
TIP-OFF TO BUYING POWER

A 40-million car-owner mailing list with 3-way selectivity—
by make of car...
by age of car...
by location of owner

BY DONNELLEY
YOUR MARKET!

CAR OWNERSHIP IS A VERY SIGNIFICANT INDEX TO BUYING POWER. The age and make of cars owned, included in Donnelley's list information, serve as guides to owners' ability to buy any product.

This information, *coupled with economic data about the areas in which car owners live*, offers you a foolproof, three-way selectivity that really pinpoints the prospects you are looking for.

Think what this means! In thousands of income-rated neighborhoods, in hundreds of cities the nation over, you can reach your own tailormade selection refined from a total list of 40 million car-owning families, compiled anew every year. These 40 million families, 85% of whom have annual incomes over $5,000, have an explosive spending power, set the buying pace for nearly every consumer product.

Whatever your product profile, a campaign by Donnelley can provide the ideal circulation—including a complete planning-creative-mailing service—to deliver your market. Write or phone your nearest Donnelley office, today.

THE REUBEN H. DONNELLEY CORPORATION (Direct Mail Division)

- 407 East 25th Street, Chicago 16, Ill.
- 4632 Santa Monica Blvd., Los Angeles 29, Calif.
- 230 East Sandford Blvd., Mt. Vernon, N.Y.

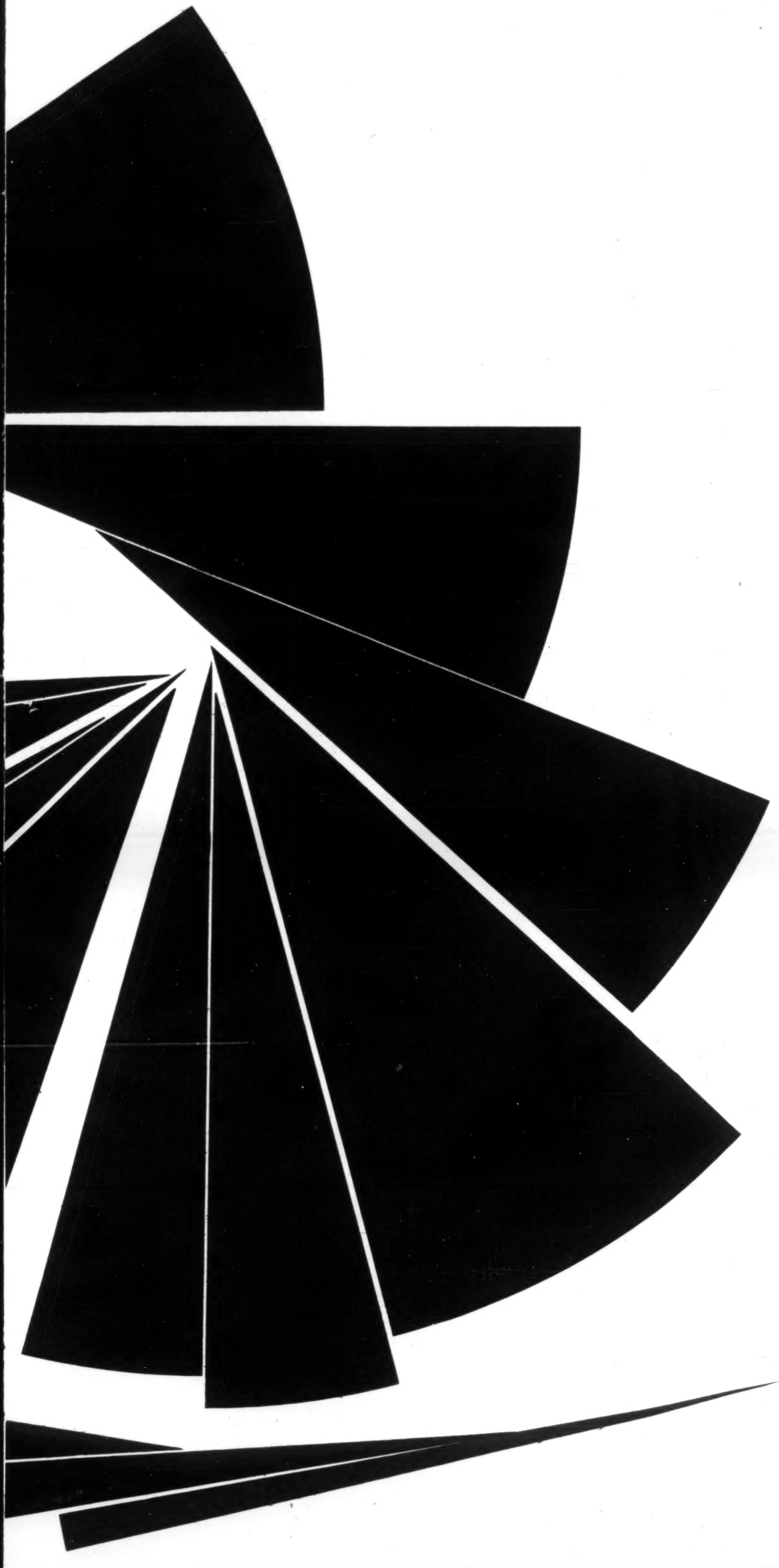
In Houston, The Chronicle

Reaches More PEOPLE

Carries More ADVERTISING

Sells More MERCHANDISE

Ask Your Branham Man



Marketing fact: Of over 4.5 million firms in the U.S., less than 1% employ more than 100 people. Only 18,770 of these firms are in manufacturing—and they account for 75% of all manufacturing output. Concentration!

Take your market apart, put it back together again. However you slice it, you'll find that one small segment of it accounts for the bulk of your sales. And that's where you concentrate the major portion of your sales effort. Advertising, like selling, should concentrate, too. On the companies where the sales potentials are the greatest and on the men who influence buying decisions.

Fortune concentrates. On important companies and on important management executives who have decisive influence on everything their companies purchase. This advertising efficiency is one of the reasons why

FORTUNE *gets results.*

Australian Advertisers Set Major Study of Agency Services, Media Relations for 1961

SYDNEY, Nov. 29—The Australian Assn. of National Advertisers has set as its major administrative project for 1961 an investigation of the minimum standards of service that advertisers can expect from their agencies.

A senior committee will be formed to undertake the study and confer with the advertising agency profession generally.

On an association basis, the AANA has always enjoyed the most cordial relations with the Australian Assn. of Advertising Agencies, which is patterned after the U.S. Four A's, and there have been no questions affecting the relationship between client and agency that have not always been amicably solved.

■ But the role of the agency in Australia has changed beyond recognition from the days when it was merely a media broker, and booked advertising space.

Today it is an extension of the client's service, often playing a major role in every aspect of a large company's marketing and advertising operations.

But much of the relationship is on an undefined basis, which the AANA feels should not continue.

It believes a large part of the instability existing between clients and their agencies has been due to the failure by advertisers to work under a clear-cut arrangement with their agency.

With the enormous expansion of advertising budgets and agency services, any looseness in the client-agency relationship thus becomes accentuated.

■ Questions, for instance, that the senior AANA committee will examine during 1961 will be:

- Why do advertisers change their agencies?
- What agreements or contracts exist at present between the advertiser and his agency?
- What are the free services, and what are the paid-for services provided by the agency? In other words, who pays for what?

An added aspect of the AANA study will be the method of agency accreditation and remuneration, by media and clients.

It will also look at the relationship of client advertising departments, their agencies and media to see what facilities are and can be offered.

■ Another important AANA decision will result in engaging lawyers in both New South Wales and Victoria to separately advise and make recommendations on contracts between agencies, advertisers and tv stations.

Points on which legal advice is being sought include the drafting of a standard form of contract between client and tv station.

The AANA wants a tv contract to be binding, not only on the advertiser but the station.

It wants to know if a contract can be drafted equitable to both, to confer (in the advertiser's interest) continuing rights after the expiration of its term in the form of an option for renewal.

■ This legal move to clarify contractual arrangements stems from the recent court move by two national advertisers in Victoria to prevent a tv station from switching the program they sponsored to another time channel without their permission (AA, Sept. 12).

The action was settled out of court, and although no details were revealed, the program was returned to its former channel. #

Clark & Bobertz Names Two

James L. Stanford has joined the Cleveland office of Clark & Bobertz as an account executive, and George O. Walcott, a member of the agency's production department for five years, has been named production manager of the Detroit office. Mr. Stanford formerly was with Duffy, McClure & Wilder.

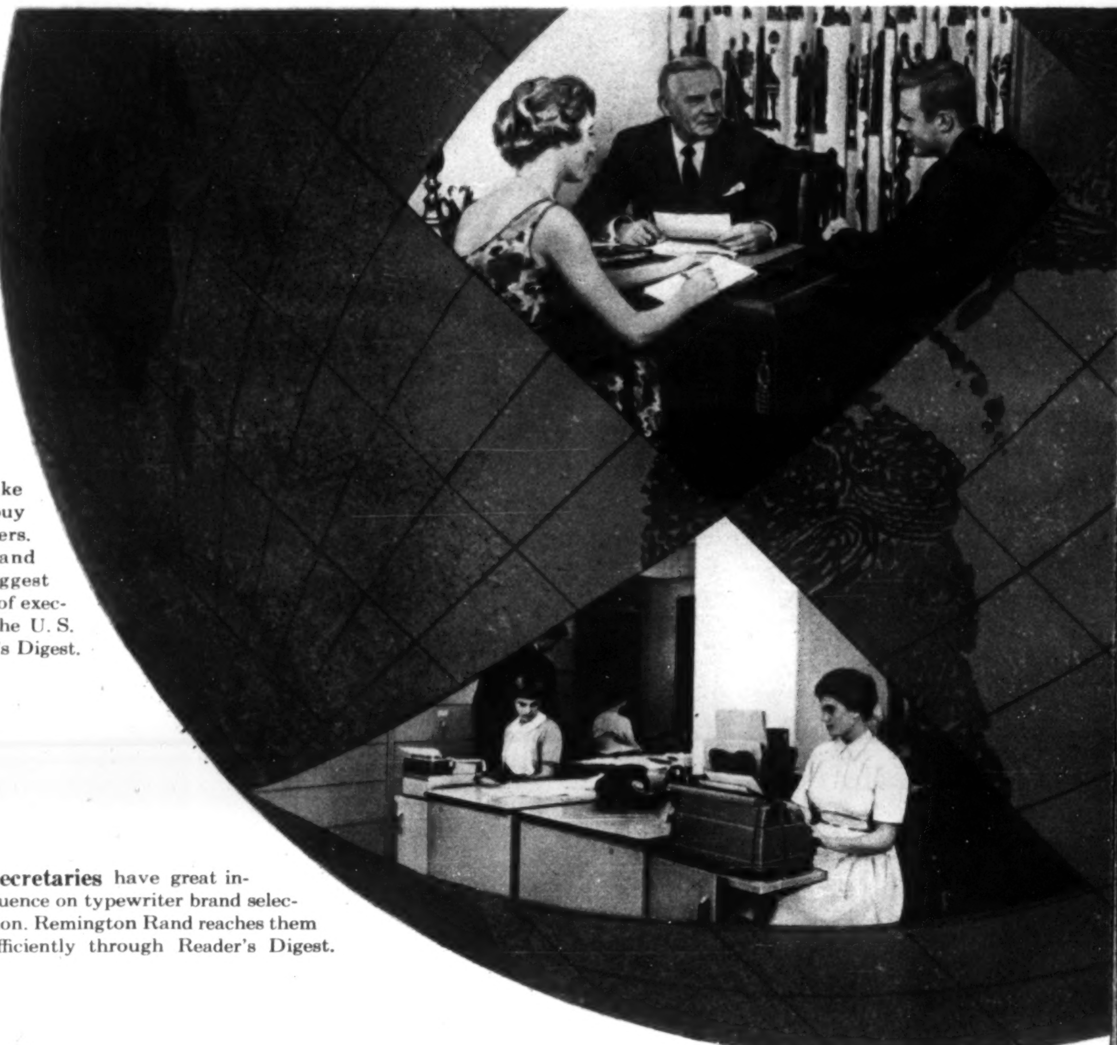
Cover Indiana Without Elkhart?

The Elkhart Truth
covers 62.3%
of the homes
in Elkhart County—
127% more than
the second best
paper.
Elkhart County
is 6th* in income,
4th* in CSI per
household ($7,778)
in Indiana.

*SRDS

THE ELKHART TRUTH

Represented by
Johnson, Kent,
Gavin & Sinding, Inc.



Executives make the decision to buy office typewriters. Remington Rand reaches the biggest single audience of executives outside the U. S. through Reader's Digest.

Secretaries have great influence on typewriter brand selection. Remington Rand reaches them efficiently through Reader's Digest.

How Remington Rand sells globally
—in 100 world markets—

What the Remington Rand Division of Sperry Rand Corporation has learned from its use of Reader's Digest can benefit any company that markets abroad. Says Remington Rand President Dause L. Bibby:

"We sell typewriters in more than 100 countries. In some, we sell mostly office typewriters; in others, portables. We stress different points in various countries—color, design or economy.

"Obviously, we need advertising *flexibility*, local-language coverage all around the world, and a chance to list our local dealers. We can do all this, at low cost, by using 26 international editions of Reader's Digest.

"Moreover, this one magazine is widely read by all three groups we need to reach: executives, secretaries, and students and their parents in higher-income homes."

Nearly 4000 other advertisers also appear in the international editions of Reader's Digest.

Coolican Offers Rate Guide

The "Coolican Space Rate Calculator," a five-page booklet designed for simplified calculation of newspaper space rates, has been devised and is available at $2.50 each or at bulk discounts from the Coolicans Inc., Denison Bldg., Syracuse, N. Y. The calculator is based on a tabulation of newspaper space units and linage rates, ranging from 5¢ to $3. Cost of single ad units or combination units can be determined by checking the unit size against the linage rate listed in the calculator.

Lando Buys Erie Office of Yount Agency; Adds One

John Yount, owner of Yount Co., has sold the assets of his agency's Erie office to the Erie office of Lando Advertising Agency, effective Jan. 1. Mr. Yount said the growing activity of the agency's office in Pompano Beach, Fla., requires his fulltime attention there and he will move to Florida after the first of the year. Lando's Pittsburgh office has been named consultant on advertising for Ohringer Furniture Co., which operates four stores in western Pennsylvania.

Search for 'Prints Charming'

The Women's Advertising Club of Cleveland is looking for a "Prints Charming." The lucky man, who will get his title after Dec. 15, must be associated with the graphic arts industry in Cleveland. He will reign over the annual dinner of the Women's Adclub on Jan. 10 as a part of the celebration of Printing Week. Any woman in Cleveland, whether or not she is an adclub member, is entitled to nominate a man for the honor.

Georgia Shoe Names Lane

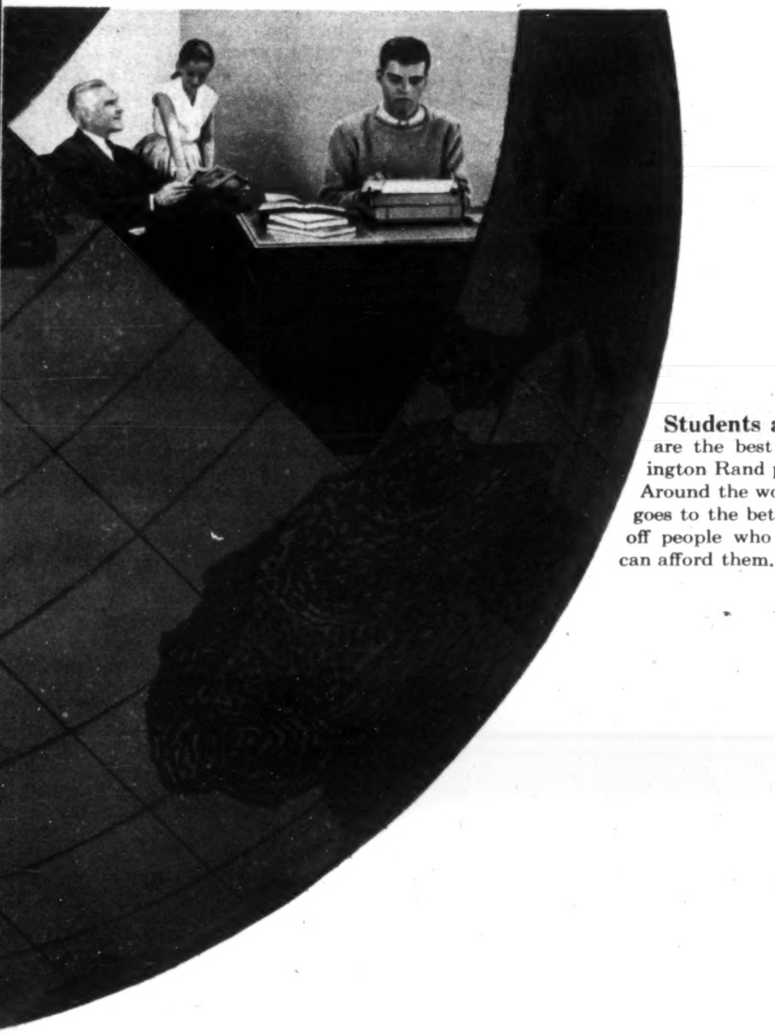
Georgia Shoe Mfg. Co., Flowery Branch, Ga., has appointed Richard Lane & Co., Kansas City, to handle its advertising. Harris & Weinstein Associates, Atlanta, is the former agency of record.

National Distribution of New Whitman Line Completed

Stephen F. Whitman & Son, Philadelphia, has completed national distribution of its new supermarket line of 29¢ and 39¢ boxed candies. The supermarket line of 13 different candy items, mostly chocolates, will be handled through more than 40 food brokers. A premium offer introducing the new line will be a matched, four-piece jewelry set, priced at $1, plus a coupon from a candy box. Advertising for the promotion will include television, half-page ads in newspapers in 50 top markets and point of purchase. N. W. Ayer & Son is the agency.

Loudon Adds Two Accounts

Loudon Advertising, Boston, has been named to handle advertising for Jones Bros. Co., maker of Guardian memorials, and Wells-Lamson Quarry, both of Barre, Vt. Loudon has named Ted Albert, formerly with Chirurg & Cairns, to its copy staff.



Students and their parents are the best prospects for Remington Rand portable typewriters. Around the world, Reader's Digest goes to the better-educated, better-off people who need portables and can afford them.

to these 3 groups with 1 magazine

They are profiting by these unique advantages:

Largest total audience: 30 million Digest readers outside of the U. S. . . . in more than 100 countries of the free world.

Largest audience of executives: more than 2,700,000 outside the U. S.

Low cost: basic rates are low, and Reader's Digest offers many production and other economies. Advertisers in 24 or more international editions of the Digest earn a 10% global discount, which can also be applied to advertising in the U. S. Edition.

Your Digest representative has the facts about the editions that reach *your* company's international markets. Well worth investigating!

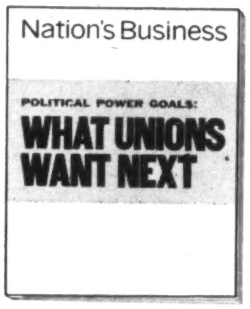
People the world over have faith in

Reader's Digest

World's most powerful selling force

● ● ● ● ● ● ● ● ● ● ● ●

10.3% gain in advertising pages in Nation's Business Jan.–Dec. 1960



Nation's Business

POLITICAL POWER GOALS:

WHAT UNIONS WANT NEXT

You use Nation's Business to sell more of the nation's businessmen

● ● ● ● ● ● ● ● ● ● ● ●

IT'S *HIS*
SERVICE
MAGAZINE

You can tell a lot about people by the magazines they read. The woman who spends an evening with "her" home service magazine is likely to be a modern homemaker in search of ideas.

Likewise, the man who reads POPULAR MECHANICS is interested in the mechanical and scientific events that affect his home, his job and his leisure-time activities. We say he's interested in the mechanics of modern living.

He enjoys POPULAR MECHANICS' coverage of the mechanical phases of his home, his car, his camera, his home workshop and other things that make his life more interesting and productive. He enjoys a men's *service* magazine.

It's logical that a man with such active interests is likely to be interested in any products bought by men—including yours.

You can reach him—and five million men like him—with your product story in POPULAR MECHANICS, his guide to what to do, what to buy—and why. His *service* magazine.

POPULAR MECHANICS
A HEARST MAGAZINE

reporting the mechanics of modern living

195 Colleges Teach 'Some' Advertising, New Survey Shows

STILLWATER, OKLA., Dec. 1—The "first comprehensive" survey of advertising courses and teachers in U. S. colleges and universities, with 318 schools responding, shows that:

1. About 200 institutions offer courses in advertising.
2. About 45 of them offer a major in advertising.
3. Principles of advertising is the most often taught course and the only one in many schools.
4. Advertising teachers have an average of 10 years college teaching experience, with nearly 75% reporting some kind of commercial advertising experience.

The study, conducted for the American Academy of Advertising by Charles L. Allen, head of the Oklahoma State University journalism department, also shows that 147 of the 180 schools supplying data on their courses did not have any graduates in advertising.

■ Although only 318 institutions replied to the questionnaire that was sent to more than 1,000 four-year colleges and universities, Mr. Allen termed the response "very good," explaining: "Probably not more than 20 schools which teach advertising for college credit failed to reply. Only three major colleges and universities didn't respond."

Of the 318 schools responding, 195 said they teach some advertising. However, only 180 supplied course details. All of them offer a course in advertising principles, Mr. Allen said.

■ "It is surprising to find that a considerable number of full professors, associate professors and assistant professors are teaching the course. The number of instructors teaching it is remarkably small," he said.

Sixty-two of the 267 teachers in the survey reported an average of five years of agency experience. Fifty-five others had an average of nearly six years in advertising occupations connected with newspapers and magazines. Forty-three teachers had an average of 5.7 years experience in retail advertising, and 29 teachers had a total of 4.8 years experience in miscellaneous kinds of advertising, the survey revealed. #

House of Aerosols to Korn

House of Aerosols, Moorestown, N. J., has appointed J. M. Korn & Son, Philadelphia, to handle its advertising. Among the major items manufactured by House of Aerosols are Tuffcoat, protective coating for metals, Aristocrat lemon cream furniture polish and lavender and lilac sachet sprays. J. M. Korn was chosen following presentations from a number of agencies (AA, Nov. 28).

Beetham to Comstock

Sam K. Beetham, formerly senior account executive of Griswold-Eshleman Co., Cleveland, has joined the executive staff of Comstock & Co., Buffalo.

PHOTO STAMPS—"TIP ONS"

Gummed miniature reproductions from your original photos or negatives. 15 sizes can be ordered in quantities 100 upwards. 5 to 7 days service. Write for samples and price list.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

"At Bon Ami, Ad Requirements is as valuable as an additional man"

says **JOHN J. SHAW**
Vice-President/Marketing
The Bon Ami Company, Inc.

"We double in brass in our department—handling advertising, merchandising and promotion activities. As a consequence we lean heavily on proven, productive sources of basic information. Ad Requirements has thus become a very important adjunct to our entire staff."

Mr. Shaw and The Bon Ami Company are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

Manufacturer of household products and cleaning aids, the 75-year-old Bon Ami concern operates eight U.S. factories and uses 70 brokers to distribute its products to grocery outlets. In addition to a $1,000,000 budget for space and broadcast advertising, the company allocates $100,000 annually for a diversified promotion program designed not only to enhance consumer sales but also to inform and stimulate brokers and retailers. The program includes printed materials such as brochures, shelf talkers, and point-of-purchase posters, as well as prizes for brokers' sales contests, dealer-load premiums to encourage display activity in stores and self-liquidating consumer premiums.

Mr. Shaw joined Bon Ami as sales promotion manager in 1956, coming from a six-year stint in a similar position at Durkee Famous Foods. He was advanced to the post of advertising manager the following year and named vice-president for marketing early in 1959.

JOSE MELIS
BON AMIGO

"However, AR is not merely a source—it is a decided resource, because we frequently find ideas that with modification can successfully be applied to such Bon Ami promotion interests as premiums, labels and point-of-purchase materials."

QUICK
TAKE
ONE!
bon
ami

"Competition for our reading time, and that of all executives, is constantly increasing. However, we make it a practice, whenever we run across an item of broad interest in AR, to make a note of it and circulate the copy to other promotion-buying personnel."

ar

Advertising Requirements

Ideabook of Advertising & Sales Promotion

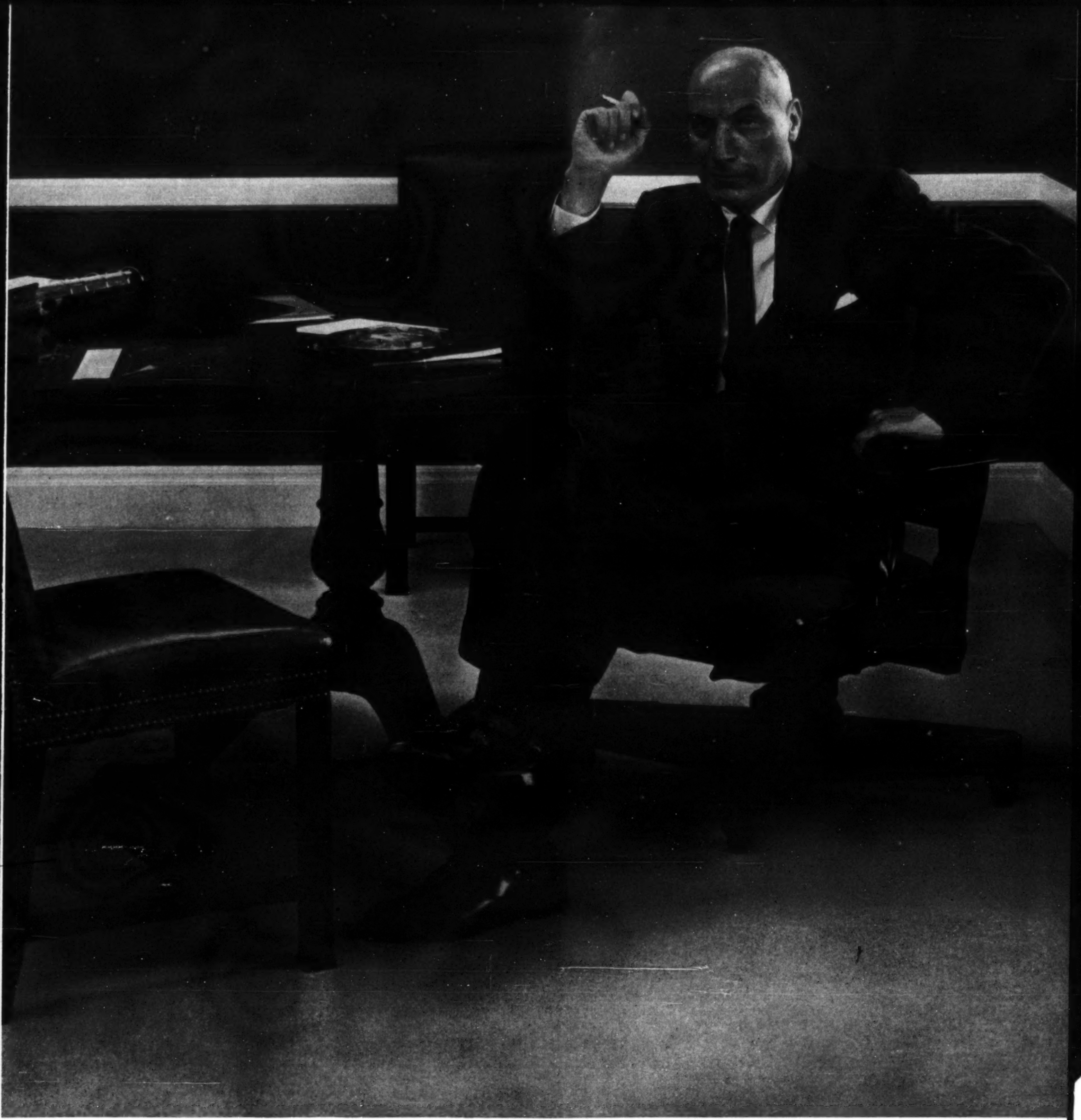
PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS · PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

A man who's sure of himself—knows what he wants in business, and sets out to get it—puts special value on businesspaper advertising. Here's where you can build results, respect and recognition—for your products and your company. The fact is: it takes an advertising pro to sell a business pro . . . in businesspapers.

Advertising in businesspapers

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, N.Y. • 201 NORTH WELLS STREET, CHICAGO 6, ILL. • 333 WYATT BUILDING, WASHINGTON 5, D.C.



GENERAL MANAGER, ADVERTISING AND SALES PROMOTION . . . PHOTO BY ARNOLD NEWMAN

means business

. . . because businesspapers are read by men in a business-frame-of-mind. An adequate schedule, with the right kind of copy, in the right selection of businesspapers is a basic ingredient of every balanced advertising program.

ADVERTISING WORKS BEST IN A BUSINESSPAPER ITS READERS ARE SOLD ON . . . A BOUGHT-AND-PAID-FOR ABP PAPER.

This Week in Washington . . .

Senate Unit Warns Regulatory Groups Head for Trouble Unless Renovated

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 1—A Senate judiciary subcommittee flashed a warning this week that there's real trouble ahead unless we find ways of improving the operations of outfits like the Federal Trade Commission, Federal Communications Commission and Civil Aeronautics Board.

In the less sophisticated past, these agencies, and others like them, were set up to see that certain business practices were conducted according to a pattern which was believed to represent the public interest. Now they are bogged down in so much red tape that the people they regulate aren't able to operate—or if they do operate, there's no assurance they operate in line with the original concept of public interest.

■ It's no academic problem for admen. When an agency like the Federal Trade Commission takes three years to make up its mind about an allegedly deceptive ad, someone is hurt.

Even if the advertiser eventually wins, he incurs heavy expense and damaging publicity. On the other hand, if the ad is deceptive, the public, and the advertiser's competitors are imposed on.

The judiciary subcommittee got a variety of ideas this week for dealing with the situation. Some witnesses say the regulatory agencies are beyond saving. Others feel that an influx of first-rate manpower would go a long way toward easing the situation.

■ The crisis in the regulatory agencies has not cropped up overnight. Several years it prompted the House to set up a special committee on legislative oversight. This committee, under Rep. Oren Harris (D., Ark.) became so deeply involved in rooting out corruption that it lacked the resources to take a broader look at the problem.

Regulatory agencies were invented about 75 years ago when Congress created the Interstate Commerce Commission to stop train wrecks and prevent railroads from over-charging the wheat farmers of the West. They reached their peak of effectiveness in the mid-1930s, when President Franklin D. Roosevelt sponsored a series of new agencies with similar responsibilities in such fields as labor relations, radio, public utilities and the stock market.

■ In the period of their youth, they were free-wheeling outfits. They were investigator, prosecutor and judge over those who were regulated; and the procedures were sometimes as informal as the bar-room justice of the frontier West. Needless to say, there was a reaction.

The courts were outraged by some of the goings on, and so was the Congress. Under the Administrative Procedures Act of 1946, the regulated industries got a bill of rights. Since then the pendulum has continued to swing to the point where procedures at the regulatory agencies are encased in so much red tape that even their most loyal supporters are beginning to have their doubts.

■ Under existing procedures, for example, a business man regulated by the Federal Trade Commission has more layers of appeal than the same business man sued by the anti-trust division of the Department of Justice.

If the Federal Trade Commission hearing examiner rules against him on procedural or factual issues, he can appeal to the commission. After he loses at the commission level, he can still fight the battle over again in the federal court of appeals, and the Supreme Court.

By contrast with four levels of litigation to argue procedural and factual aspects of an FTC case, the business man sued by the Department of Justice has only three levels: If he loses the original trial in the federal district court, he can appeal only to the court of appeals and the Supreme Court.

At the Senate judiciary committee this week, the American Bar Assn. argued that one way to simplify the situation would be to unscramble the investigator-prosecutor-judge role of the regulatory agency. The bar association would restore informality to the regulatory agencies by confining the commissioners to the role of investigator and prosecutor. A new series of special courts would be created to take over the function of judge—a trade court, a tax court and a labor court.

Through the Bureau of the Budget, the Eisenhower administration reported that existing regulatory agencies can be made effective—if Congress will allow the due process pendulum to swing back a bit more toward center.

Much of today's delay, said Deputy Budget Director Elmer B. Staats, stems from the fact that too much attention must be devoted to procedural technicalities, rather than broad public interest. The Budget Bureau said there should be more emphasis on informal investigating, less on formal hearing processes.

■ The man who may have the most to say about the future of the regulatory agencies thinks better manpower is one of the most obvious needs. According to James M. Landis, special advisor to President-elect John F. Kennedy, the agencies are not fulfilling "the goals set for them in the 1930s." At a meeting of Harvard law school alumni here this week, he said one of the most pressing needs is a device for "systematic recruiting" to get outstanding people into the career staff, as well as the top appointed jobs.

From his own background in the Federal Trade Commission, the Securities Exchange Commission and the Civil Aeronautics Board, he is equipped to provide the President-elect with an array of suggestions for procedural improvements. But again and again in his discussions with professional groups he has emphasized that some kind of a screening process is needed, like the procedure that has been set up by bar associations for the federal judiciary.

■ It is reassuring to know that the President-elect is relying on an advisor who is conscious of the fact that good government requires good men fully as much as it requires good laws.

For the unjustly accused, due process is, of course, a lifesaver, guarding against frontier-style lynch law. But it's no substitute for responsibly-staffed agencies.

When the government is manned by men who are inclined to litigate on borderline issues, businesses are exposed to harrassment and expense. The pipelines of litigation soon get clogged with cases which aren't worth the time and attention that go into them.

■ Under the prodding of the House committee on legislative oversight, the Eisenhower administration had already discovered that good men can do a lot, even with a bad law.

The Federal Trade Commission under the dedicated leadership of Earl Kintner discovered important new voluntary compliance techniques which greatly improved its effectiveness, without any undue violence to those who are regulated.

No matter how many new procedures the judiciary subcommittee develops, it can never do as much for the regulatory agencies as one man like Earl Kintner. #

TO THE PERSON WHO BROKE OUR DISPLAY WINDOW, AND HELPED HIMSELF TO A DIAMOND . . . ?

You showed excellent taste in your selection! The diamond was a "KEEPSAKE", the World's FINEST QUALITY diamond.

We know you wanted only the finest, therefore, since KEEPSAKE diamonds are to be had in Easton only at Jay Jewelers, you necessarily had to purloin it from OUR display window!

Again, congratulations on your choice! If it doesn't fit your individual finger, bring it back and we'll correctly size it for you, FREE OF CHARGE.

JAY JEWELERS
422 Northampton Street, Easton

JEWEL OF AN IDEA—*When a thief broke Jay Jewelers windows in Easton, Pa., and stole some jewelry, the jeweler gained attention with this ad in the Daily Express inviting the thief to bring back a ring he stole in order to have it correctly sized.*

Four Join Howard Swink

Jack Smith has joined Howard Swink Advertising, Marion, O., as an account executive, and Robert Baxter, Peter Emanuel and Tom Weiss have joined the agency of copywriters. Mr. Smith was formerly advertising manager of Faultless Rubber Co. Mr. Baxter was formerly a copywriter of Mumm, Mullay & Nichols. Mr. Emanuel was formerly advertising manager of Alkco Mfg. Co. Mr. Weiss was formerly assistant advertising manager of the Hinde & Dauch division of West Virginia Pulp & Paper Co.

Cling Peach Drive Slated

General Mills, General Foods and the dairy industry will co-sponsor California's Cling Peach Advisory Board's first quarter promotion of its cling peach and fruit cocktail sales campaign. A merchandising portfolio, "Look what's hatching for '61," containing preprints of national advertising, samples of store posters, stack cards and recipe pads, are being distributed to the trade by cling peach canners and the advisory board's regional promotion managers.

Bentley, Barnes Adds Three

Linens-of-the-Week, Chicago, linen supply company, Spungen Co., Chicago, bearing manufacturer, and Infant Diaper Service, Chicago, have appointed Bentley, Barnes & Lynn, Chicago, to handle their advertising.

Milwaukee Paint to Eisner

Milwaukee Paint Products, Milwaukee, has appointed William Eisner & Associates, Milwaukee, to handle its advertising.

Look a little closer at the TOP TEN MARKETS
LOS ANGELES-LONG BEACH Metropolitan Area
2
1. New York
3. Chicago
4. Philadelphia
5. Detroit
6. San Francisco-Oakland
7. Boston
8. Pittsburgh
9. St. Louis
10. Washington D. C.

The Nation's 2nd Market . . . The Los Angeles-Long Beach Metropolitan Area . . . needs special scrutiny

Sometimes, for policy or budget reasons, your advertising is limited to a selection of media in the top 10 markets. In most of them the newspapers in the largest city give adequate coverage. In the Los Angeles-Long Beach Metropolitan Area, it's different.

This is why: Los Angeles daily newspapers **do not cover** the important Long Beach "half". Not a single one of them covers even 1 out of 11 Long Beach City Zone homes. BUT THE LONG BEACH INDEPENDENT, PRESS-TELEGRAM REACHES ALMOST 7 OUT OF 10 HOMES in this city zone of over half million people.

THE RIDDER-JOHNS MAN WOULD LIKE TO DISCUSS DETAILS WITH YOU

Sources: Sales Management Survey of Buying Power, 1960. Audit Bureau of Circulations report — 12 months ending March 31, 1960.

Independent
Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
the International City
NOW OVER ½ MILLION POPULATION

WESTERN HORSEMAN
Leader in the Western Equestrian Field
6 Months Ending June 30, 1960,
113,228
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Eee Yii, Eee Yii, Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 witn
Washington, N. C.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

TOP BRASS
FOR MEN by REVLON
MOISTURIZING HAIR DRESSING
Keeps hair in place around the clock
NEW ROLL-ON DEODORANT
Fortified with NEOMYCIN
Stops perspiration odor up to 4 days
TOP BRASS
Revlon

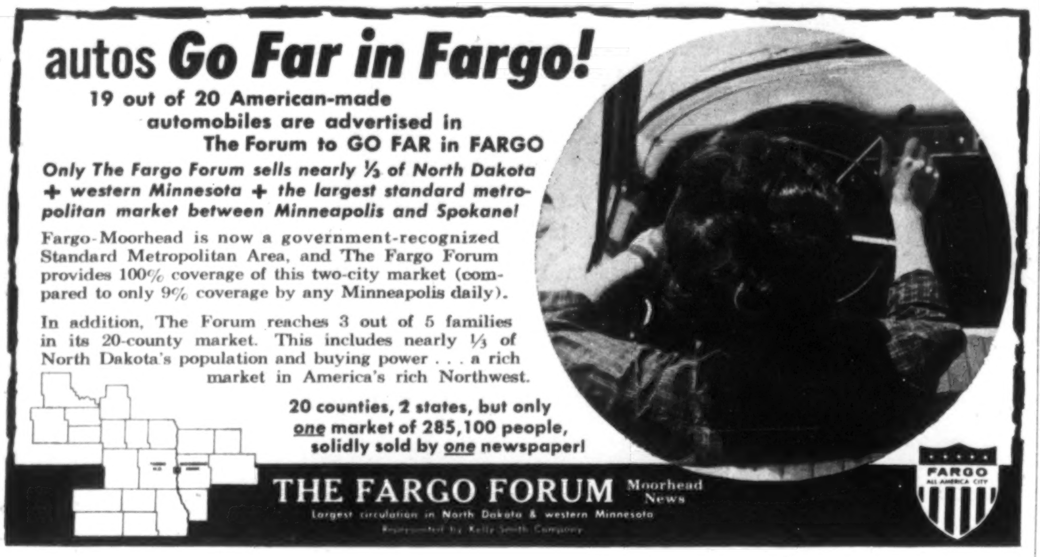
SELL IT in CCA Point-of-Sale Displays

Would you like a salesman in every store just selling your product or service? CCA's Display Division creates "salesmen"—like this sales-stimulating point-of-purchase display designed for Revlon. Perhaps your product calls for shipping containers that quickly convert into displays, floor stands, shelf extenders or giant spectaculars. CCA's Display Division adds the extra dimension—the best sales opportunity—to your product. To **pack it—move it—sell it** is the business of CCA packaging.

CCA

CONTAINER CORPORATION OF AMERICA
World's largest producer of paperboard packaging
Chicago 3 . . . Local service from 122 strategically located manufacturing centers

Folding Cartons **Shipping Containers** **Sefton Fibre Cans** **Molded Plastic Products** **Point-of-Purchase Displays** **Paperboard**


autos **Go Far in Fargo!**

19 out of 20 American-made automobiles are advertised in The Forum to GO FAR in FARGO

Only The Fargo Forum sells nearly ⅓ of North Dakota + western Minnesota + the largest standard metropolitan market between Minneapolis and Spokane!

Fargo-Moorhead is now a government-recognized Standard Metropolitan Area, and The Fargo Forum provides 100% coverage of this two-city market (compared to only 9% coverage by any Minneapolis daily).

In addition, The Forum reaches 3 out of 5 families in its 20-county market. This includes nearly ⅓ of North Dakota's population and buying power . . . a rich market in America's rich Northwest.

20 counties, 2 states, but only one market of 285,100 people, solidly sold by one newspaper!

THE FARGO FORUM Moorhead News

Largest circulation in North Dakota & western Minnesota

Represented by Kelly-Smith Company

'Detroit Times' Staffers to Get $2,275,000 in Pay

Hearst Newspapers has begun payment of $2,275,000, representing dismissal and accrued vacation pay, to former staffers of the *Detroit Times*, which suspended publication Nov. 7 and sold its physical assets to the *Detroit News*. More than 500 former employes of the *Times* have transferred to the payroll of the *News;* a smaller number have been employed by the *Detroit Free Press* and others have found jobs with Hearst in other cities. About 1,500 employes were listed by the *Times* at the time it ceased to issue.

Dick Tracy Syndication Set

UPA Pictures, Burbank, Cal., is producing a series of 156 five-minute animated cartoon shows, "Adventures of Dick Tracy." Television Personalities, Burbank, an affiliate of UPA, will begin selling the series to stations in mid-December for airing next spring.

GM Cracks Down on Cut-Price Dealer Ads

DETROIT, Nov. 30—General Motors is cracking down on dealers who use cut-rate price advertising.

Letters went out this week to all dealers from the general sales managers of GM's divisions backing up the comments of John J. Gordon, GM president, at the Motorama in New York.

Mr. Gordon condemned advertising which offers cars at "dealer cost plus" and which, he said, ignores other features in the car that might be attractive to buyers and might hurt both the dealer doing the advertising and other dealers selling the same car.

■ The initial letters are mild, blaming the practice on a "minority," and urging all dealers to review the advertising provisions of their franchises.

However, the letter implies that stronger steps will be taken to curb this practice, such as visits from field representatives of the various divisions to offending dealers.

The GM move is aimed at advertising like that done by Geneco Auto Show in the Los Angeles area. Geneco issues membership cards at $1 each and the member is offered the opportunity to buy cars "cheap." The membership gimmick is one which has plagued the jewelry, appliance and other industries where price maintenance has been attempted.

Observers in the Motor City feel that this kind of operation is a threat to the dealer franchise system, possibly leading to the manufacturer operating his own wholesaling program. #

Simplicity to Make Patterns Scaled to Japanese Figure

Simplicity Pattern Co., New York, has started construction on a plant near Tokyo to manufacture paper patterns which will be scaled to the proportions of the Japanese figure. Postwar popularity of American-type clothing in Japan, particularly among Japanese teen agers, prompted the company to introduce American-style patterns there. The market is expected to be especially large because Japanese women traditionally sew their own clothes. The plant will go into operation next spring. Distribution will be through department stores.

Simplicity has foreign factories in Canada, England, Australia, New Zealand and Germany. Its products are marketed also in Austria, Switzerland, Belgium, Luxembourg, Union of South Africa and throughout the Netherlands, Scandinavia, Central and South America.

ADVERTISEMENT

SPACE BUYER after space buyer have found it easy and economical to cover the sweet Vermont market with just one order, one bill, one buy . . . using the Vermont Allied Dailies, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. For details, write: THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

WANTED!

Tough Assignments in Printing

Do you have a printing job that has been knocking around your office for months, or maybe years?

One that has upped the aspirin intake of all hands—that brings shudders whenever mentioned—that may actually have caused several "early retirements"?

Yet one that sooner or later will have to be gotten out willy-nilly by that Worker of Miracles—You?

That Is the Kind of Thing to Bring to Donnelley's!

Not that we are *always* witch-doctors enough for quite *all* that comes to us. (We failed once, when required to show *all four sides* of a building in one and the same photographic reproduction. This irked us, for we still think we might have made it, if given a little more time.) But our batting average is not bad on the tough ones.

These "toughies" can be almost anything. Catalogs. Sales Booklets or Campaigns. Annual Reports. House Publications. Anniversary Books. Manuals. Company Histories. Advertising Inserts. Store-Traffic Builders. Booklets to Speed Sales. Recipe and Premium Books. Literature for Use in Locating Interested Prospects.

Almost anything that can be printed. Little, medium, or big. Don't worry, even though it is something near-impossible. When we can crack these, we always make friends who become steady customers. They know that success with the tough jobs means even better results with the regular jobs.

Drop us a line or telephone us Today (CAlumet 5-2121 in Chicago; YUkon 6-1144 in New York; and DUnkirk 5-2946 in Los Angeles). No obligation, of course, in consulting us.

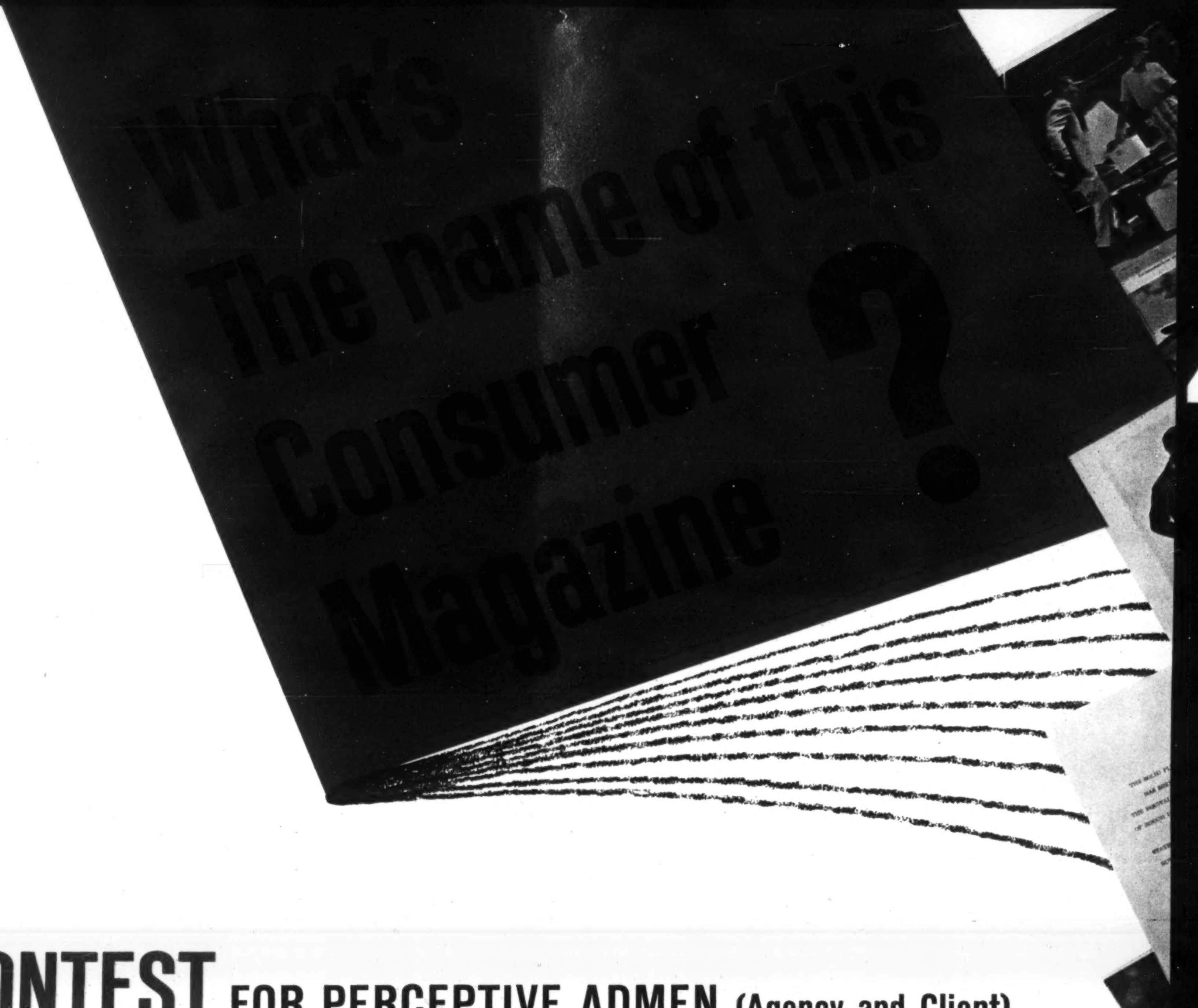
The Lakeside Press

R. R. DONNELLEY & SONS COMPANY

350 East Twenty-second Street
Chicago 16

Sales offices also at:

220 East 42nd Street, New York 17, New York
3460 Wilshire Boulevard, Los Angeles 5, California



A CONTEST FOR PERCEPTIVE ADMEN (Agency and Client)...

...AND EVERYBODY WINS!

Here's a contest in which everyone who enters wins a bundle of prizes!

Prizes your mate will thi great! *including*

A prize *you* can't buy anyw

CONTEST IS NOW CLOSED!

How Perceptive Are You?

TURN PAGE FOR THE NAME OF THIS CONSUMER MAGAZINE...

HERE'S ALL YOU DO

Take a quick look at the ads on the facing page (these, and many more, regularly appear in the magazine). Read the following clues. Write what you think is the name of the magazine on the postpaid reply card. Fill in your name, position and company address. Then mail the card. That's all you do! Your bundle of prizes will arrive in a very short time.

HERE ARE THE CLUES •

This consumer magazine (5 regional editions) is subscribed to by more than 3 million families (A.B.C.) • 80% of these families own their homes • These families eat 30 million more home-served meals per week than an equal number of U.S. families. This year they will spend more than 2 billion dollars on foodstore products (this is the equivalent of all the food products purchased in Los Angeles, Manhattan and Philadelphia). 52% of these families own a home freezer (twice the national average) • This consumer magazine is one of the eight major "food-idea" magazines (over 3 million circulation; more than 5% of editorial devoted to food and nutrition) • For advertisers, this consumer magazine provides the lowest page rate among the 8 major "food-idea" magazines • Each year these families spend about 12 billion dollars for family living • Each year they spend over a quarter of a billion dollars for personal care and drugstore supplies • 63% of these families own a power mower (twice the national average) • Every 100 of this magazine's families owns 110 cars • These families have twice as many pets as the national average • Each year these families use approximately

Some
our story across.
interruptions you have to pu
wife on the phone with such concentra
stay for awhile!" or "Every time I start the car it sm
So, fellow-victim of interruptions like these, just take an educa
probably be right because true talent will always tell.

Remember, everybody wins, nobody loses. And whether you guess right or
you'll still get your bundle of prizes!

USE THE POSTAGE-PAID CARD! MAIL YOUR ENTRY TODAY! ➧

All entries must be postmarked before midnight October 24, 1960. Your bundle of prizes will be on the way immediately after. If someone beat you to the reply card just use a regular postcard. Write what you think is the name of this consumer magazine, your name, position and company address to "Name This Consumer Magazine" Contest, P. O. Box 2771, Grand Central Station, New York 17, N.Y.

3 MILLION CONSUMING FAMILIES DEPEND ON THIS MAGAZINE . . .

for advice on the good life . . . for aid in earning a good living

How perceptive were you? Now, what's your reaction? A feeling of superiority—or surprise?

The contest response was tremendous. A great many of the "pros" did know and spotted us right away. Some didn't; and it is interesting what magazine they thought we were. They called us *Better Homes and Gardens*, *Good Housekeeping*, *American Home*, *Reader's Digest*, *McCall's* and just about every other big consumer magazine.

Even when they didn't identify us, they knew from the clues—that we belonged on the first team. And, FARM JOURNAL belongs on your consumer magazine list—no matter what measurement you use.

IF THE MEASUREMENT IS SIZE—FARM JOURNAL ranks among the largest consumer magazines in the U.S.

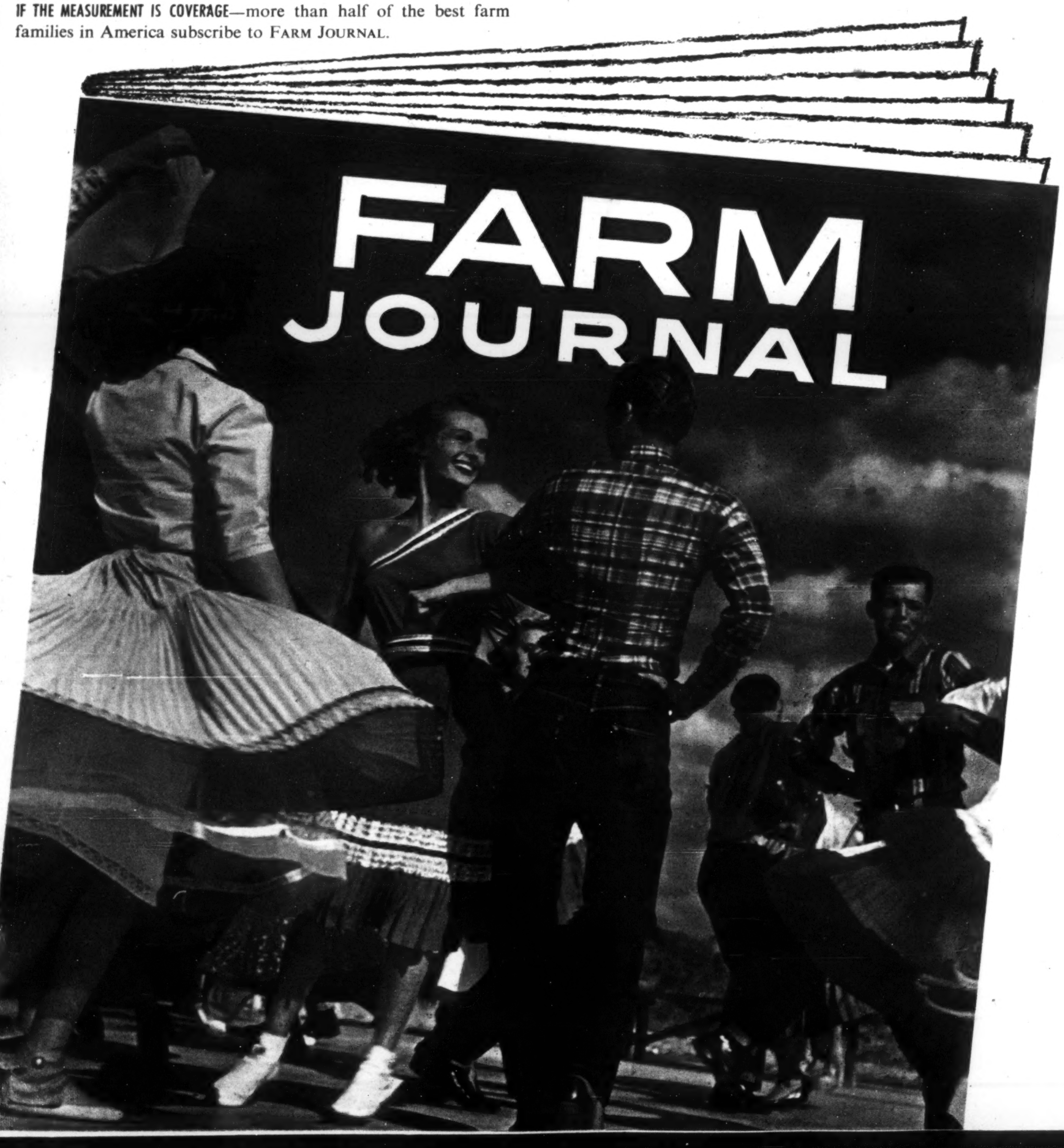
IF THE MEASUREMENT IS COVERAGE—more than half of the best farm families in America subscribe to FARM JOURNAL.

IF THE MEASUREMENT IS RESULTS— here's just one example. A single advertisement in FARM JOURNAL sold 50,864 cookbooks at $3.95 each.

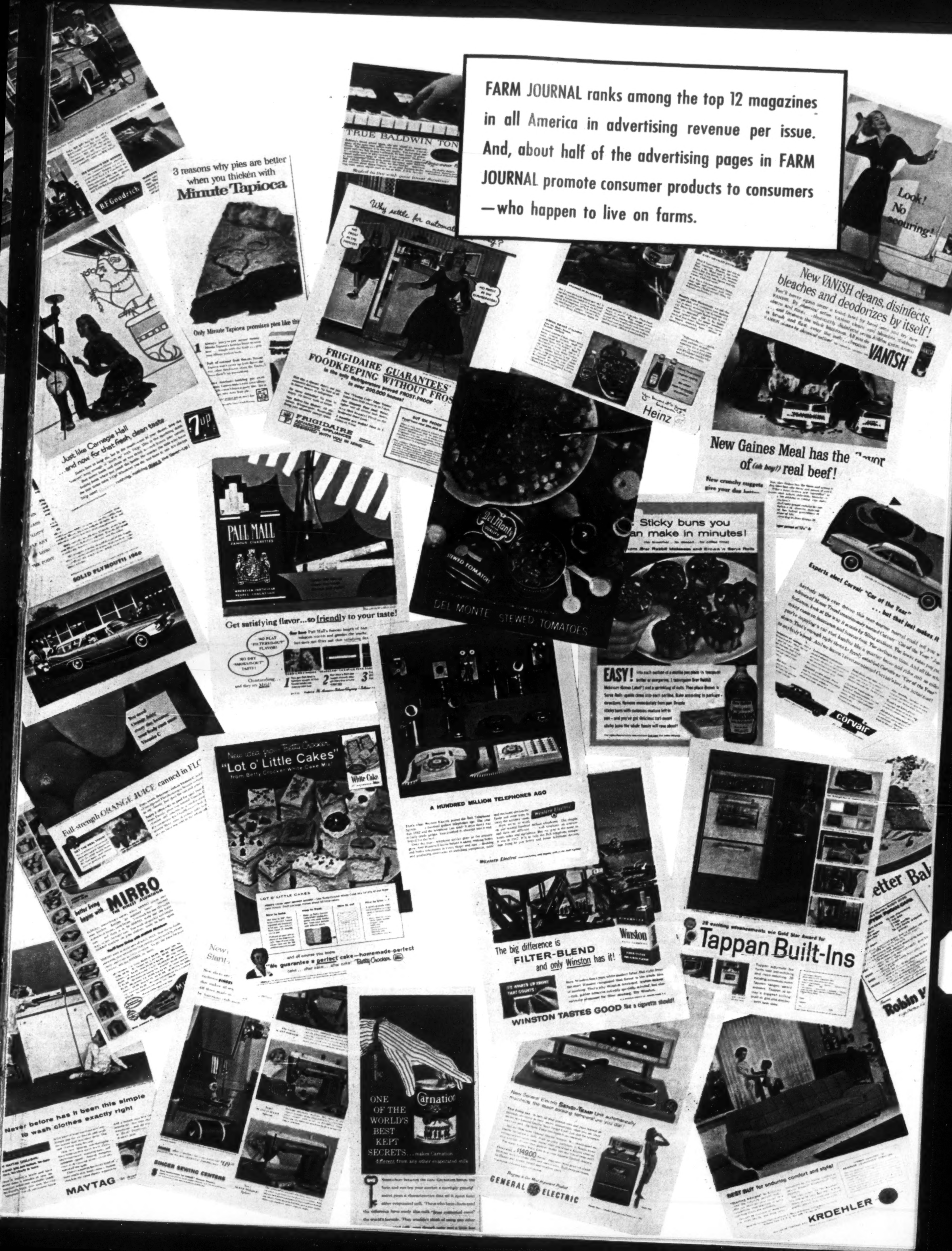
IF THE MEASUREMENT IS STATURE—look at the famous brand names on the facing page, just a few of FARM JOURNAL's consumer-product advertisers.

IF THE MEASUREMENT IS COST—FARM JOURNAL is low in cost, high in effectiveness and will add more new families to your media list than most magazines of much larger circulation.

Are you the man in the middle when it's media-list time? Caught between those who want a mass magazine and others who insist on a speciality magazine? Here is one good solution. Just gaze off into space (commissionable, that is) and say: "FARM JOURNAL—the speciality magazine with the 3,000,000 circulation."



FARM JOURNAL ranks among the top 12 magazines in all America in advertising revenue per issue. And, about half of the advertising pages in FARM JOURNAL promote consumer products to consumers —who happen to live on farms.


B.F.Goodrich
3 reasons why pies are better when you thicken with Minute Tapioca
Only Minute Tapioca promises pies like this
TRUE BALDWIN TON
FRIGIDAIRE GUARANTEES FOODKEEPING WITHOUT FROS
FRIGIDAIRE
Look! No scouring!
New VANISH cleans, disinfects, bleaches and deodorizes by itself!
VANISH
Heinz
Just like Carnegie Hall ...and now for that fresh, clean taste
7up
New Gaines Meal has the flavor of (oh boy!) real beef!
SOLID PLYMOUTH 1960
PALL MALL
Get satisfying flavor...so friendly to your taste!
Del Monte
DEL MONTE STEWED TOMATOES
Sticky buns you can make in minutes!
EASY!
Experts elect Corvair "Car of the Year"
corvair
Full-strength ORANGE JUICE canned in FLO
New idea from Betty Crocker "Lot o' Little Cakes" from Betty Crocker White Cake Mix
"We guarantee a perfect cake—homemade-perfect cake... after cake... after cake" Betty Crocker
A HUNDRED MILLION TELEPHONES AGO
Western Electric
MIRRO
Winston
The big difference is FILTER-BLEND and only Winston has it!
WINSTON TASTES GOOD like a cigarette should!
Tappan Built-Ins
etter Ba
Robin H
Never before has it been this simple to wash clothes exactly right
MAYTAG
SINGER SEWING CENTERS
ONE OF THE WORLD'S BEST KEPT SECRETS... makes Carnation different from any other evaporated milk
Carnation
GENERAL ELECTRIC
BEST BUY for enduring comfort and style!
KROEHLER

Crest Entry Revives British Dentifrice Field

British Dentists to Okay Ads Telling of ADA Anti-Decay 'Recognition'

By Mark Random

LONDON, Nov. 29—Procter & Gamble's Crest toothpaste, endorsed four months ago by the American Dental Assn., is to be launched in Britain shortly (AA, Nov. 28).

And the ADA recognition of Crest as an effective anti-caries agent is likely to be the major initial weapon in Crest's attempt to set the £12,000,000 ($33,600,000) British dentifrice market on its ear.

Peter Stattersfield, speaking for Thomas Hedley & Co., P&G's British subsidiary, told ADVERTISING AGE:

"Whilst naturally we are anxious to make Crest available in Britain as soon as possible, we are not yet able to say when this will be."

Trade sources, however, expect to see Crest selling in Britain early next year.

Hedley so far has made no official announcement about the agency which will handle the Crest account.

■ "It is normally not our policy to announce which agency is handling an account until the product has visibility in the stores," Mr. Stattersfield said. "In this case, however, I can tell you that the agency concerned is Lambe & Robinson-Benton & Bowles Ltd."

Benton & Bowles handles the Crest account in the U. S.

Secret of the impending Crest launching was revealed in the current issue of the *British Dental Journal*, organ of the British Dental Assn. It indicated that the BDA is ready to allow the ADA endorsement to be used in British tv advertising.

So far the advertising committee of the Independent Television Authority, controlling body of commercial tv here, has barred toothpaste advertisers from claiming that their products stop decay.

■ But the BDA, which advises the committee in these matters, has now gone on record as saying that the ADA endorsement is probably the first time a scientific professional body has ever endorsed a commercial product in this way and they "feel bound to take cognizance of this important action."

A special expert committee of the BDA will study the results of the American investigations of the product claims and will shortly visit the U.S. The BDA's ultimate attitude will depend on the recommendations of this committee.

Meanwhile, the question of British advertising for Crest—both on tv and in print—has been considered by the BDA.

On this point the BDA reported that provided "it does not run counter to the accepted principles of oral hygiene . . . and indicates truly and fairly the attitude of the American Dental Assn.," the BDA does not feel that acceptance of such advertising material can be withheld pending the results of its own committee's deliberations.

■ Asked if, in fact, the launching campaign for Crest in Britain would make use of the ADA endorsement (AA, Aug. 1), Mr. Stattersfield said:

"We have agreed with the British Dental Assn. that all we do should be done with their knowledge and approval. This means we are now in consultation with them, and consequently we cannot comment on the form our advertising will take. This is, in fact, what is being discussed."

If Crest creates the sensation in Britain that it did on its American launching, it could provide the propulsive power to get the current stationary dentifrice market off the launching pad.

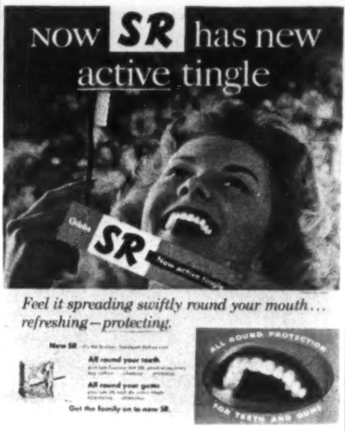
For although British consumption rose 50% between 1956 and 1959, it has now leveled off again. The market is a highly competitive one, but it takes something more than persistent advertising to cause a major increase in toothpaste consumption.

■ The last major expansion in the market came with the launching of Hedley's Gleem some five years ago. In 1956 Gleem reached its peak, attaining about 15% of the market on a national advertising campaign reckoned to have cost nearly $3,000,000.

Since then its sales have gradually declined, and its present market share is now estimated to be only around 10% or even less. This decline has meant increasing sales for some of its competing brands.

One reason why sales have increased so slowly over the whole dentifrice field is that little has appeared either in the way of new products or new methods of promotion for some time. Recently Unilever has launched Signal, a toothpaste with a colored stripe (apparently the British version of Lever Bros.' Stripe), but this has by no means set the dentifrice market afire.

■ This is something Crest might well do. For it is generally felt that what is needed now to convert more people to brushing their teeth is a new development in toothpaste itself.


NOW SR has new active tingle
Gibbs SR
Feel it spreading swiftly round your mouth… refreshing—protecting.
All round your teeth
All round your gums
Get the family on to new SR.
ALL ROUND PROTECTION FOR TEETH AND GUMS

CONTENDER—*Second in the market is Unilever's Gibbs SR, which promises Britons a refreshing, protecting "tingle." This color page is typical.*

British toothpaste manufacturers launched a lively battle of advertising and promotion four years ago, stimulated by the "sensational growth" of toothpaste consumption in the U. S. Manufacturers thought—and still think—the British market offers scope for considerable expansion.

This assumption appears to be solidly based. It is estimated that the 60% or so of the population who have teeth use, on the average, four and a half standard tubes a year. Many of these people are in the habit of brushing their teeth only once a day.

■ In the U.S., for instance, where $250,000,000 worth of toothpaste is sold each year, average consumption already exceeds nine tubes a year. It is reckoned the U.S. consumption rose 50% in a decade because of heavy advertising.

But heavy advertising in Britain—to the tune of nearly $5,000,000 a year, or nearly 20% of the volume of the toothpaste makers—has brought only limited expansion.

It is estimated that Colgate-Palmolive's Colgate Dental Cream and Unilever's Gibbs SR divide half the market between them almost evenly, with Colgate having a slight edge. Next largest market leader is Macleans peroxide, marketed by the Beecham Group, which has about 19%, followed by Gleem with about 10%, Unilever's Pepsodent with about 6% and the remaining 15% shared by other brands.

■ Colgate, one of the most successful toothpastes in the world owes its growth over the past quarter-century to one principal advertising appeal—"bad breath."

The formula changes from time to time from "bad breath" to "fight tooth decay." But after a complaint from the Independent Television Authority last year over Colgate's claims for its ingredient Gardol, the advertising, handled by Masius & Ferguson, has switched back to "bad breath." Print advertising last year amounted to $301,560, according to the "Statistical Review," while tv advertising accounted for $470,929.

Gibbs SR, since its introduction in 1934, has relied heavily on its "special ingredient," sodium ricinoleate. But since 1953 its advertising agency, Young & Rubicam, has been plugging a new approach on the "tingling fresh" theme which enabled Gibbs to pull out in front of Macleans and take over the top spot until it was overtaken, with the help of "bad breath," by Colgate.

■ The Gibbs tingling theme is usually combined with illustrations, both in the press and on tv, featuring a tube of the toothpaste embedded in a block of ice, accompanied by a man or a girl, sometimes both, in a tingling situation such as skiing or snowballing.

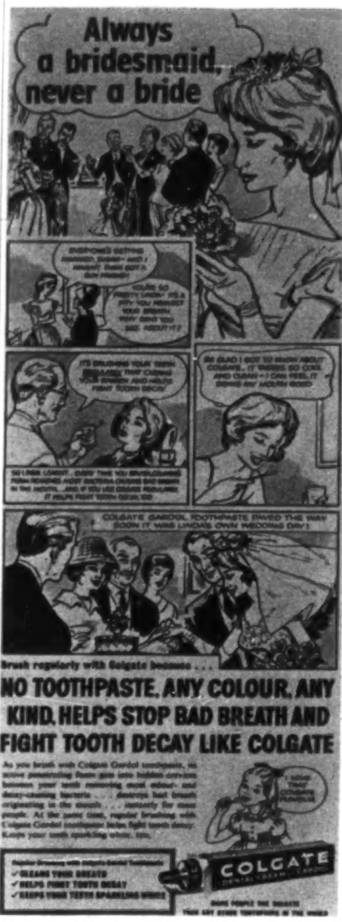
Gibbs SR was advertised in print to the tune of $327,510 during 1959, according to the "Statistical Review." Tv advertising accounted for another $582,492—bringing the total for the two measured media to $910,002.

Macleans, which for years held first place with one of Britain's best known advertising slogans, "Have you Macleaned your teeth today?," has been less happy. Around the early '50s, when chlorophyll upset the toothpaste world, Macleans went into a decline, which dropped the brand to third place. Only in the last year, with a new campaign by S. H. Benson, based on the "tongue test" ("feel the coating on your teeth"), has Macleans begun to rise again.

■ Macleans spent $40,944 on press advertising in 1959 and $598,908 on tv for a combined total of $639,852. (Beecham is now planning to market Macleans in the U.S., via Kenyon & Eckhardt.)

The makers of these three market leaders, Colgate, Unilever (Gibbs SR), and Beecham (Macleans), have been fighting like Trojans for the major market share for the past 20 years. In that time the two major shocks have come from outside the industry: Introduction of chlorophyll in 1952 and 1953 and the entry of Hedley into the toothpaste field in 1956.

During the chlorophyll scare almost every toothpaste, except Gibbs SR, which remained white and dignified, turned green. After some sensational advances, in which Mentasol, marketed by Unilever, took 18% of the market, chlorophyll toothpaste went into a decline from which it has never recovered. It now holds only about 3% of the total market.


Always a bridesmaid, never a bride
COLGATE GARDOL TOOTHPASTE PAVED THE WAY SOON IT WAS LINDA'S OWN WEDDING DAY!
Brush regularly with Colgate because . . .
NO TOOTHPASTE, ANY COLOUR, ANY KIND, HELPS STOP BAD BREATH AND FIGHT TOOTH DECAY LIKE COLGATE
COLGATE

LEADER—*The success of Colgate in the British market is attributed to its use of the "bad breath" theme. This half-page magazine ad shows how the product "paves the way . . . to Linda's own wedding day."*

■ The chlorophyll catastrophe also made consumers wary of gimmicks. Unilever introduced a blue toothpaste called Sky two years ago, advertised by J. Walter Thompson Co., which was something of a flop. A crimson toothpaste marketed by Gordon Moore Ltd. and handled by Napier, Stinton & Wooley also has had little success.

The introduction of a toothpaste with fluoride, in the shape of Crest, with an endorsement by the ADA, will be in no way a gimmick. It could prove to be the lever which will lift the market to the level manufacturers have been hoping for. It could also strike a death blow at some of the smaller brands which still abound.

The entry of Hedley into the toothpaste field enlivened the market and sent shudders down the spines of some marketers in 1956. After all, Hedley with its Daz and Tide had already beaten Unilever's Surf and Omo in the detergent field, so its entry into the dentifrice market was awaited with something akin to horror.

■ Hedley's initial entry in the toothpaste race, Gleem, rode in on a terrific barrage of advertising and initially captured 15% of the market. But it made the mistake of tying itself to the theme that it was "a toothbrush for people who can't brush after every meal." In America this copy platform had proved successful, but in Britain the theme didn't go over too well, particularly with dentists.

Hedley then gave the word to Erwin Wasey, Ruthrauff & Ryan to restrict the campaign to tv—which it is still doing. It spent $279,017 in this medium last year, according to the "Statistical Review" figures.

Apparently, Crest also is to use initially an advertising campaign which has proved successful in the U.S. But this time it looks as if it will go over better in Britain than did the last imported advertising theme.

■ Certainly it has stepped off on the right foot with consultations with, and preliminary approval from, the British Dental Assn.

Undoubtedly the endorsement campaign will give Crest something that the others haven't got. And until the others get it, or something like it, Crest looks like having a heyday in the tough British toothpaste market. #

Walker Saussy Names Two

First Federal Savings & Loan Assn. of Hollywood has appointed Walker Saussy Advertising, Los Angeles, as its agency. Edward Curtis and Joseph Epstein Jr. have joined the agency's New Orleans headquarters as directors of creative services and media and merchandising director, respectively. Mr. Curtis formerly was an art director for Foote, Cone & Belding; Mr. Epstein previously worked for Fitzgerald Advertising.

Marcus Resigns Weather-Proof

Marcus Advertising, Cleveland, has resigned the advertising account of Weather-Proof Co., Litchfield, Ill., manufacturer of aluminum building products, an account it handled for 15 years. Marcus resigned the account because of servicing problems caused by the distance between Cleveland and Litchfield; Weather-Proof moved its headquarters from Cleveland to Litchfield five years ago.

Wiegand Names Smith, Taylor

Smith, Taylor & Jenkins, Pittsburgh, has been named to handle advertising for Edwin L. Wiegand Co., Pittsburgh, manufacturer of industrial and consumer electrical heating equipment, and its subsidiaries: Chromalox, Murfreesboro, Tenn.; Greenville Tubes, Greenville, Pa. and Radcor, Bradner, O. Ketchum, MacLeod & Grove is the previous agency of record.

General Adds 3 Accounts

General Advertising Agency, Hollywood, Cal., has been named to handle advertising for Natural Lighting Corp., Burbank, manufacturer of photographic and graphic arts equipment; John Kennedy Enterprises, North Hollywood, electronic manufacturers' representative for military sales; and Cecil Gough, Anaheim, operator of a personal development course for women.

Younger Set Wins Mark Suit

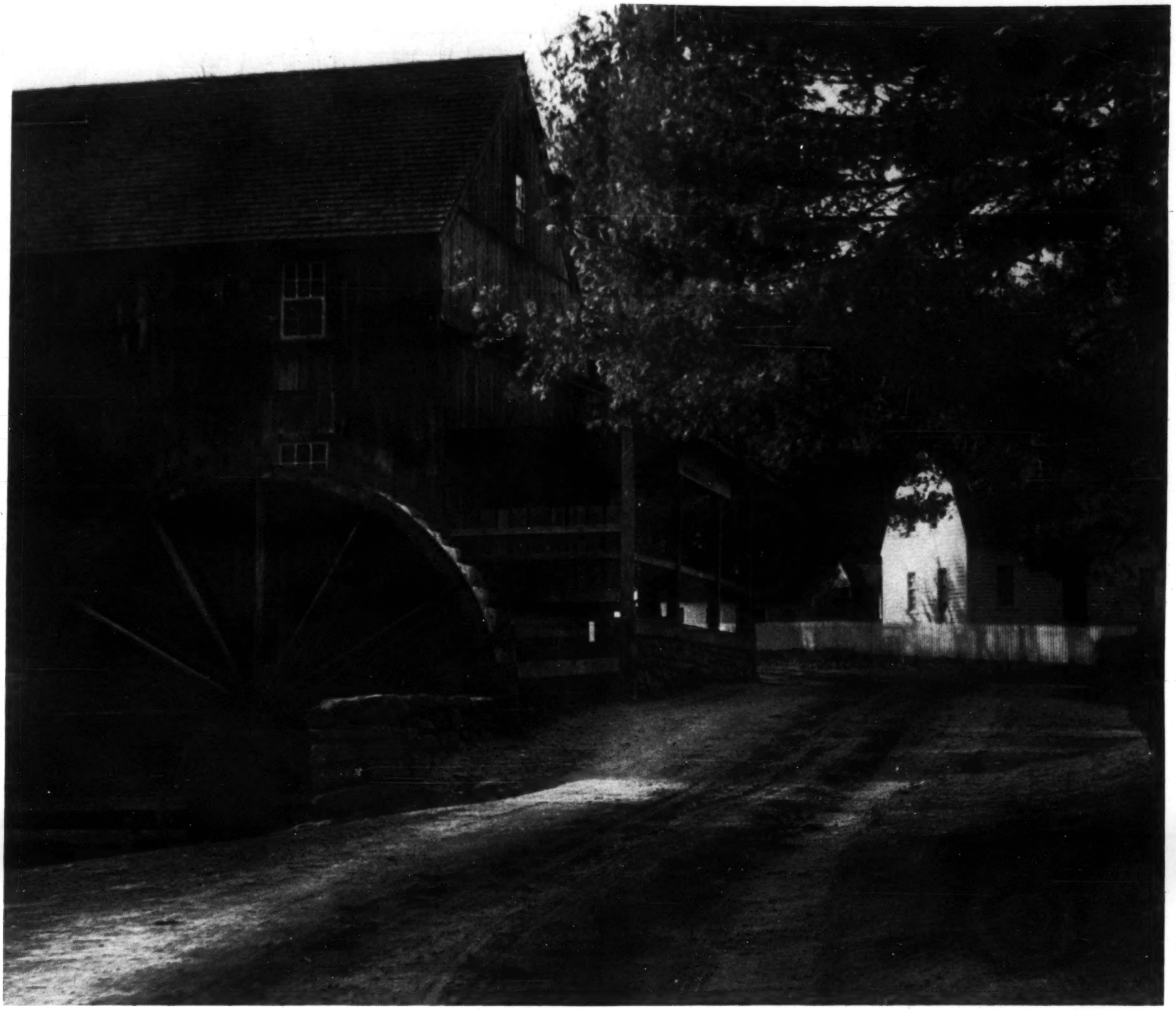
Young Set Togs Ltd. has been ordered by superior court in Montreal to stop using the trade names Young Set, because it is similar to the name used by Younger Set Sportswear Ltd., which brought the suit. Young Set was ordered to surrender its letters patent under that name and to pay $750 damages.

Everett-McKinney Adds One

Richard Williams, previously a time buyer at William Esty Co., has been named an account executive with Everett-McKinney, New York, radio-tv station representative. Everett-McKinney has been named national representative for WKMH, Detroit, previously represented by Edward Petry & Co.

Nielsen Names Hoyvald

A. C. Nielsen Co., Chicago, has named Niels Hoyvald to the client service staff of its food and drug division. He formerly worked in the company's production departments, and completed work on a master's degree in marketing at the University of Wisconsin while on a leave of absence.



THIS IS WORCESTER.....

the 2nd largest market in Massachusetts

Old Sturbridge Village, a national educational landmark since its inception in 1946, successfully recaptures the entire life and atmosphere of an early 19th century New England town. Nearly 250,000 visitors a year, including over 30,000 students, view at first hand a 200 acre town complete with homes, shops, mills, meeting houses, a general store and tavern — all of the 1790-1840 vintage.

Busy artisans and craftsmen pursue an amazing variety of occupations in authentic imitation of their forbears. Miller, weaver, metalsmith, cabinet maker and many others use two century old tools and equipment to demonstrate down to the smallest detail how the early New England craftsman earned his living.

This background of true craftsmanship is continuously reflected in Metropolitan Worcester County's position as the 2nd largest market in Massachusetts,* and one of the nation's "Top 50" markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR county.

*Source: Sales Management, 1960

Worcester stands for big business, yours included

CIRCULATION: DAILY 155,015 — SUNDAY 103,332

The Moloney,
Regan & Schmitt
representative
knows Worcester.

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations
WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

HOW'S YOUR AIM IN THE CHURCH MARKET?

YOU CAN'T MISS
when you use the
LEADER
in the
CONSERVATIVE
PROTESTANT FIELD

Moody Monthly gives you
CONCENTRATION
and COVERAGE

It's *big*—100,000 paid, reaching leaders in 60,000 conservative Protestant churches. It's influential – edited specifically for conservative Protestants since 1900.

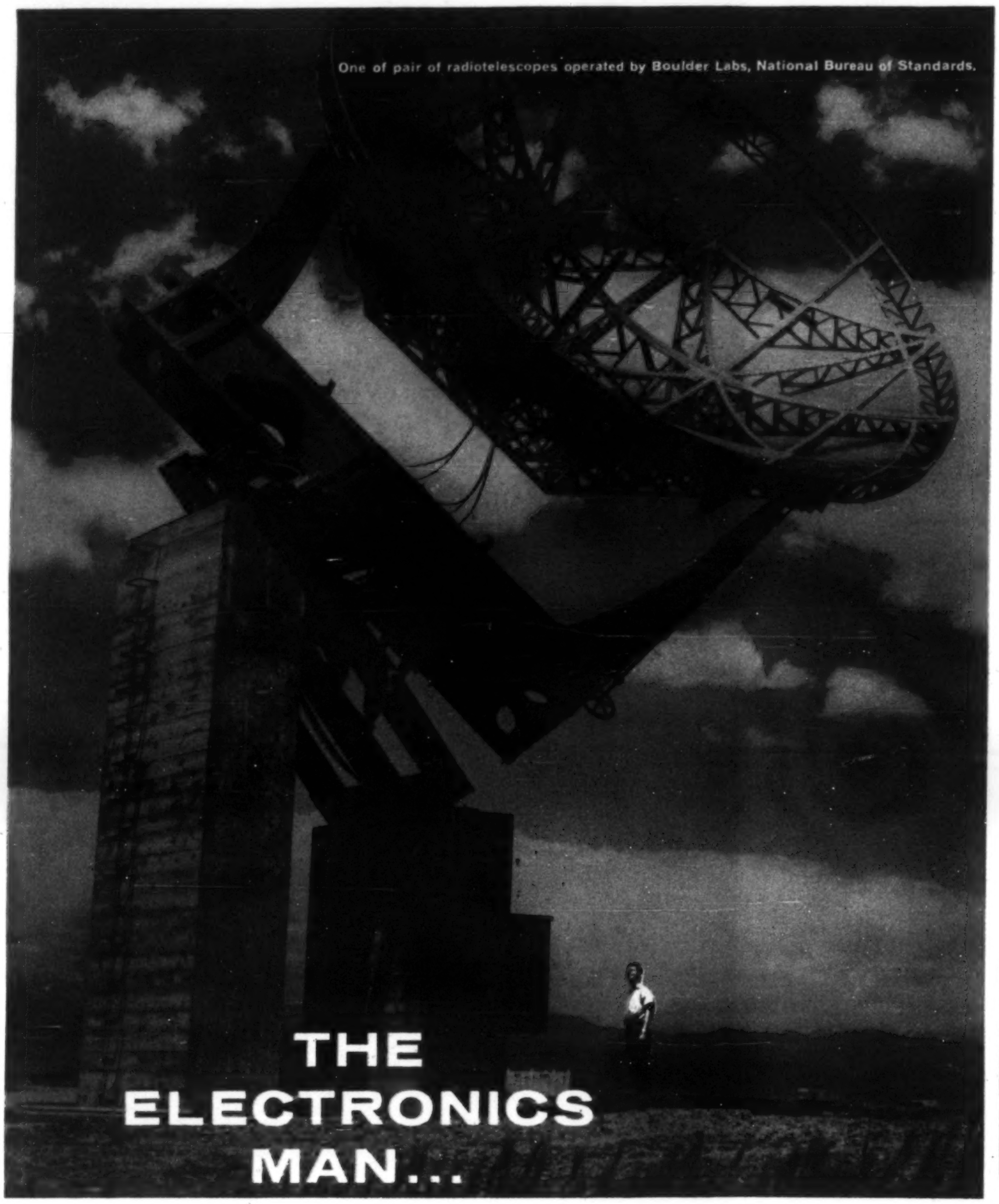
MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

Sweeney, Green to Petersen

Ron Sweeney, formerly with Blanchard-Nichols Associates, publishers' representative, has been named advertising manager of *'Teen*, published by Petersen Publishing Co., Los Angeles. The publisher has also named Robert Green to the new position of promotion director for circulation. Mr. Green formerly was promotion manager and assistant station manager of KUAM, Guam.

Campbell Shop Incorporates

Campbell & Co., seven-year-old Ann Arbor, Mich., agency, has been incorporated as T. F. Campbell & Co. Officers elected are Trueman F. Campbell, president and treasurer; William B. Hoey Sr., vp; and Herbert M. Kennedy, secretary. They are also directors. Mr. Kennedy, formerly head technician with a Pennsylvania paint manufacturer, has also become a "substantial" shareholder.



One of pair of radiotelescopes operated by Boulder Labs, National Bureau of Standards.

THE ELECTRONICS MAN...

IDENTIFICATION
R
D
P
M
electronics
6XK-5XKW

HIS BUSINESS IS DIFFERENT

A man in one industry usually sells to another. A steel man sells to the automotive industry. A packaging man sells to a soap company.

The electronics man is different.

The electronics man sells a large portion of his output to another electronics company. The design man may be the key to selling a President. The President of one company may sell to the design man of another. The project engineer is responsible for product design, but may also determine market potentials for new products.

Look at the badge above. It reads Research-Design-Production-Management. The interests of the electronics man are in any or all of the four areas.

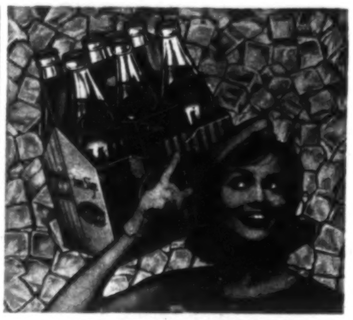
No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

And . . . in selling the electronics man, your basic buy is the one book edited weekly for all electronics men—whatever their title or job functions. The basic book is **electronics**—52,000 electronics men pay to read it every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... electronics

A McGraw-Hill Publication
330 West 42nd Street • New York 36, N.Y.
ABP ABC

and in the electronics BUYERS' GUIDE


Pick the best orange...pick refreshing Bireley's
Bireley's...Happifies Thirst
Bireley's

BEAUTY AND FLAVOR—*This 500-line ad, in the largest size planned for the 1961 newspaper campaign, uses the sales appeal of Joyce Cole, the 1961 Bireley Belle.*

Bireley's, Bottlers to Spend $500,000; Most in Spot Radio

CHICAGO, Nov. 29—Bireley's Inc. and its nearly 200 bottlers will jointly spend almost $500,000 next year urging youngsters—and their mothers—to "Pick the best orange . . . pick refreshing Bireley's," and promising them "clean, healthy fun."

About 75% of the budget will be spent in spot radio.

To capitalize on the "explosive fruit flavor potential" in the soft drink industry, Bireley's will use "umbrella-type" advertising in an effort to boost sales of its several flavors. Particular emphasis will be placed on orange, because of its close association with the Bireley name.

The new slogan is "Bireley's Happifies Thirst."

■ Newspaper advertising, in 500-, 300- and 50-line sizes, will be used in nearly 200 markets served by Bireley's bottlers. Two-color page ads will appear monthly in the *American Soft Drink Journal, Bottling Industry* and the *National Bottlers' Gazette*. "Sporadic" ads will run in the *Mid-Continent Bottler* and the *Western Bottler*. Transportation advertising and point of sale displays also will be used, Fred W. Drucker, marketing vp, said.

The goal of the campaign is to increase case sales 30% through new franchises and development of existing markets, he said.

■ Founded in 1923 by the late Frank W. Bireley, the company became a subsidiary of General Foods in 1943 and was purchased in the summer of 1959 by Krim-Ko Corp., supplier to the dairy industry.

Irving J. Rosenbloom & Associates, Chicago, is the agency. #

Arrow Liqueurs Sets Push

Arrow Liqueurs Corp., Detroit, is marketing its vodka, brandy and creme de menthe products in frosted gold decanters in an effort to boost holiday sales. Advertising includes an ad in the Dec. 17 issue of *The Saturday Evening Post*, 70 newspapers throughout the U. S. and business publications. Simons-Michelson Co., Detroit, is the agency.

Bobrick Names Clifford Gill

Bobrick Dispensers Inc., New York and Los Angeles, manufacturer of soap dispensers for office buildings, hotels, schools, hospitals and other institutions, has named Clifford Gill Agency, Beverly Hills, to handle its advertising.

Amundson Joins Sander Allen

Douglas H. Amundson, formerly advertising and sales promotion manager of Air Control Products Inc., has joined Sander Allen Inc., Chicago, as an account executive.

HOP
SKIP
JUMP

WOMAN'S DAY Hops from

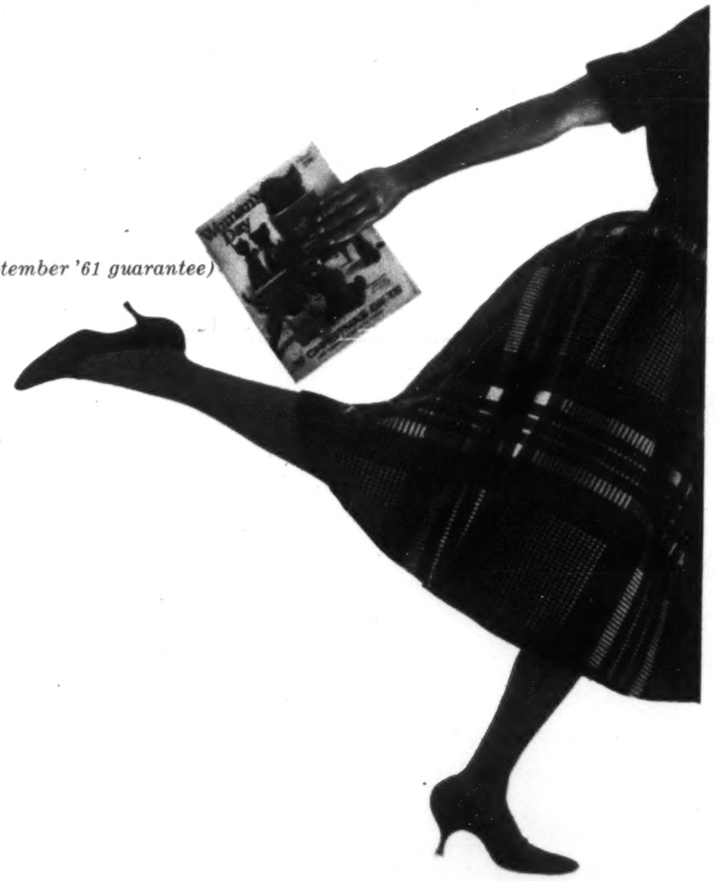
4,350,000 *(current circulation guarantee)*

Skips to

4,600,000 *(February '61 guarantee)*

Jumps to

5,000,000 *(September '61 guarantee)*



And November '60 circulation is estimated at 5,600,000 – delivering an unheard of bonus of 1,250,000 copies over the current guarantee. And *every* copy of Woman's Day reflects a deliberate cold cash purchase. Not a gimmick, not a subscription deal in the lot.

Why then, this spectacular circulation leap?

The answer of course, is the book itself. Its warmth and charm. Its freshness and good sense. Its *believability. That's* the built-in hop, skip and jump of Woman's Day. That's why *5 Million* women go shopping for it each month.

Woman's Day

FAWCETT-SALESPOWER IN DEPTH

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches **all** editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY. LO 4-3123

Adman in the News . . . Paul C. Harper Jr.

CHICAGO, Nov. 30—In an agency where pride in long-term employes equals the pride in its long-term accounts, it is not surprising that a man whose entire career has been within the agency has been named its president.

Paul C. Harper Jr. joined Needham, Louis & Brorby, Chicago, as a copywriter 15 years ago. Last week, at 39, he was named president, succeeding the agency's only other president, Maurice Needham, who moved up to board chairman (AA, Nov. 28).

The agency follows its growth-from-within philosophy right down the line. The majority of its account executives are from the agency's own training program, and Needham says most if its billings increase this year will come from clients already on the roster, rather than from new business.

Paul Harper

Since Mr. Harper formerly was exec vp and chairman of the plans board, his promotion to presidency is not expected to send the agency off in any startling new directions.

"It's a matter of doing the same things, only more intensely," is the way he describes the job.

■ The post Mr. Harper moves into has been occupied by Mr. Needham since the agency was founded in 1925.

The easy transition from exec vp to president, Mr. Harper said, "is a comment on the way things have evolved. This house is in good order."

His principal concern, both in creative and administration supervision, is to "make sure each of our clients is getting the best possible service.

"A number of our clients are introducing new products," Mr. Harper pointed out. "Helping to get these products launched—and keeping the old ones in good shape—will be a primary task."

The new president's attitude toward creative advertising is grounded in the agency's philosophy. "We try to break the pattern of advertising for the particular product," he said. "We place a premium on both originality and clarity."

■ Another area of particular concern is the agency profit picture. Needham, Louis & Brorby makes public its financial statement each year (billings for the current fiscal year ended Nov. 30 are expected to reach $44,000,000).

This is done, Mr. Harper said, in large measure to acquaint the business community with advertising business, and to show that agency profits are not the sky-high figures depicted in popular fiction.

"But we are wholehearted supporters of the 15% commission system," he said. Commenting on the fee arrangment between Shell Oil Co. and Ogilvy, Benson & Mather (AA, Nov. 21, 28), Mr. Needham said: "In our opinion, other suggested methods of compensation would lead to forms of bargaining that would inevitably downgrade agency service across the board."

Operating within the commission system, the way to improve profit ratios, Mr. Harper said, is to "apply intelligent management to reduce costs where they can be, but without stifling creative initiative. We think that in our forthcoming annual report we will be able to demonstrate how this can be done."

■ Paul Harper entered the agency business at 25, after schooling and military service. "I never thought seriously of any other business—I grew up with it," he said.

His father, Paul C. Sr., is a veteran adman, currently an account executive on Kellogg at Leo Burnett Co.

The younger Paul Harper was born in Coblenz, Germany, where his father was in the military occupation forces after World War I.

He was raised in Evanston, Ill., and attended Fountain Valley prep school in Colorado, and was graduated from Yale University in 1942. He studied the liberal arts "because I thought a general background fitted me for advertising," and majored in history "because it is a personal interest."

He joined the Marine Corps after graduation, and served as an artillery officer (rising to major) in the fourth Marine Division, seeing action in Saipan, the Marshall Islands, Iwo Jima and other campaigns.

■ After his release in 1945, Mr. Harper went job hunting. A family friend, Bill Horn, was an account supervisor at NL&B, and introduced Mr. Harper to Maurice Needham. "That was only a month or two after I was released from service," he recalled. "I remember I didn't have my civilian clothes yet—I was still in uniform."

The result of the meeting was the offer of a job as a copywriter, which Mr. Harper accepted.

After several years of copywriting, Mr. Harper served two years as Mr. Needham's assistant, working in such diverse areas as personnel matters, client problems and public relations activities for the agency.

This was followed by a period as account executive and account supervisor (on Quaker Oats, Marathon Paper, Campbell Soup, International Minerals & Chemical Corp. and others). In 1951 he was elected vp, and a member of the board of directors and the plans board.

In March, 1958, Mr. Harper was elected exec vp and chairman of the plans board.

■ The Harpers live in suburban Winnetka and are the parents of six children, including two sets of twins.

Mr. Harper still studies history as a sort of hobby, and he relaxes with fly fishing and tennis. In fact, after a long and gruelling day at the office, leaving many of his associates limp, he has been known to bolt for home to keep a tennis date.

"Really, the switch from mental to physical activity is refreshing," he insists. #

Wayne to Ridgway-Hirsch

Wayne Knitting Mills, Fort Wayne, Ind., has appointed the Wilten division of Ridgway-Hirsch Advertising Co., St. Louis, to handle advertising for its Belle-Sharmeer stockings and Belles socks. Ridgway-Hirsch purchased Marjorie Wilten Advertising Co. Aug. 1 (AA, Aug. 8). MacFarland, Aveyard & Co., Chicago, formerly handled the account.

Jenkins Advances Weeks

Robert L. Weeks, western advertising manager of *Western Metalworking*, Los Angeles, has been named advertising manager.

47th TV MARKET IN THE NATION

$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost $3 billion in effective buying income; over $1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness — WOC-TV offers the greatest amount of local programming — over 33 hours each week.

WOC

PRESIDENT Col B. J Palmer
VICE-PRES & TREASURER D D Palmer
EXEC VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

it's a Fact

MONTREAL, Canada's largest Market, tops Cleveland, Baltimore, Boston, San Francisco, Pittsburgh and Milwaukee in volume of retail sales.*

Definitely, Montreal is a "must" on your Canadian schedules just as the Star is a "must" when it comes to covering Montreal's English market. Ask for the facts.

*Sales Management—July 1960.

The Montreal Star
"Serves and sells Montreal's English market"
Represented nationally by O'Mara and Ormsbee Inc.

City Boy...

The city is New York; the photographer is Mark Shaw; the boy represents a new and important consumer market (11,770,000 boys 10 to 17 years old).

Whether they live in cities, suburbs or farms, boys have, in common, a special kind of exuberance they transfer to everything they do. They react to magazines in the same way. The magazine that keeps pace with them, gets them. And that's BOYS' LIFE, read by more boys 10 to 17 than any other publication.

Because it's **their** magazine, boys respond more fully to products advertised in it. 42.5% of the boys in America remember items advertised in BOYS' LIFE that they've purchased or had someone purchase for them.* It's the reason why so many diversified advertisers put the boy market and BOYS' LIFE in their plans.

Some of the advertisers in 1960 were General Motors, Kraft Foods, Pepsi-Cola, Goodyear, Evinrude, Chrysler, Armour, Kodak, Aurora Plastics, U.S. Rubber, International Shoe, Nestle, AT&T, Coca-Cola, Remington Arms, Smith-Corona, Ford, Western Auto, Hallicrafters and about 400 others.

BOYS' LIFE
over 2,000,000 net paid
published for all boys by the Boy Scouts of America

The new Gilbert Comparison Study of Seven Magazines tells all in detail. Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, New York, for your copy.

Gray Heads New Brown & Bigelow Retail Sales Unit

ST. PAUL, Nov. 29—Robert E. Gray, formerly vp and general sales manager of Bissell Inc., Grand Rapids, Mich., has been placed in charge of Brown & Bigelow's new retail sales operation.

He will have the title of vp of retail sales and will report directly to R. Carl Ghandler, general manager of Brown & Bigelow and board chairman of the parent company, Standard Packaging Corp.

Mr. Gray will be responsible for development of the retail sales program, sales organization and channels of distribution for those products Brown & Bigelow hopes to sell in the retail field.

■ Mr. Gray said names of these products will be announced later. They are expected to be available in supermarkets, 5-and-10¢ stores, department stores, gift shops and stationery stores by Feb. 15, 1961.

Mr. Gray and Mr. Chandler emphasized that the retail project will be entirely separate from Brown & Bigelow's advertising specialties and calendar business. Advertising specialties and services will continue to be made available to business men only through the company's 1,000-man sales force.

The program is part of Standard Packaging's effort to double sales of the Brown & Bigelow division over the next five years.

Before joining Bissell in 1956, Mr. Gray was sales manager of Victor Tea Co. of Cleveland and district sales manager of Ekco Products Co., Chicago. #

Godshall, Messick Named

Mead Corp., Dayton, has appointed Allan Godshall advertising manager of Mead papers and Mead pulp sales, and Morris Messick advertising manager of Mead board sales and Mead containers. Mr. Godshall has coordinated Mead's printing papers and pulp advertising for the past seven years. Mr. Messick joined Mead four years ago.

Norge Boosts John Curley

Norge division of Borg-Warner Corp., Chicago, has appointed John A. Curley to the new post of national field merchandising manager. Mr. Curley has been with the company since 1955.

Sellhorn Joins Houston

Milton Sellhorn has joined Houston Advertising, Skokie, Ill., as vp. He was formerly an account executive with Lauesen & Salomon, Chicago.

the RIGHT combination of MAINE'S best stations . . .
LOBSTERADIO
97.4% of all TOBACCO SALES

*They smoke more, they buy more in the "potent" markets covered by Maine's Lobsteradio Stations. See your rep for the "filtered" details.

Lobsteradio (By Market Size)
Portland Bangor Lewiston Waterville
Caribou Augusta Sanford Rumford

REPRESENTED BY:
NEW YORK: Devney-O'Connell Co., 535 5th Ave.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST: Daren F. McGavren Co., Inc.

1 Radio Entity with 8 Strategic Transmitters

Executive offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

POINT OF PURCHASE MEASUREMENT—*This is the Automated Preference Testing system in action. These machines gather consumer reactions to new products. An adjustable automatic time delay prevents duplicate voting. Under average circumstances, a ten-store test yields 35,000 opinions in a 72-hour period. APT Corp., 120 E. 56th St., New York, developed the system.*

BUY A KING-SIZE MARKET
EL PASO CAPITAL CITY OF The Fabulous Southwest

EL PASO
Advanced from 75th in population to 46th in the nation with a population of 272,239
GAIN 109%
and the
BIG 5th CITY OF TEXAS
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

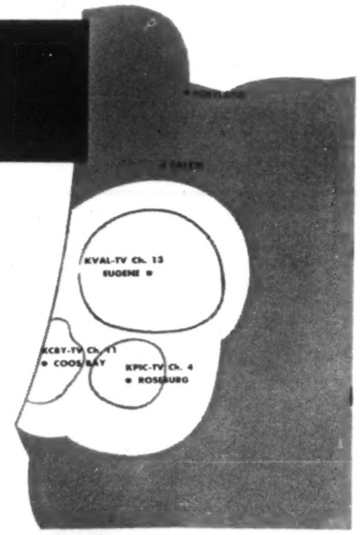
LOOK WHAT'S HAPPENED TO TELEVISION IN OREGON!

A NEW THREE STATION NETWORK CALLED "OREGON TRIANGLE TELEVISION" THAT DOMINATES THE ONLY MAJOR MARKET BETWEEN PORTLAND, OREGON AND SAN FRANCISCO, CALIFORNIA.

That brings the only clear picture to over 100,000* TV homes with an estimated buying income of $685,062,000.*

Easy to buy! One order, one billing to your Hollingbery man or Art Moore & Associates (Portland-Seattle)

*A very conservative estimate if you have looked at other ratings and surveys.



Oregon Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate

Courtney, Foley Join MCA

Alan D. Courtney, formerly vp in charge of program administration of NBC-TV, has been named to the new post of vp in charge of national sales of MCA TV, New York, tv film distributor. John H. Foley, previously local sales manager of WEWS-TV, Cleveland, has joined MCA TV's Cleveland sales staff.

Finn, Evans Open Offices

Ray E. Finn and William G. Evans have formed Finn & Evans Advertising, with offices at 2503 St. Paul St., Baltimore, Mr. Finn was formerly an account executive and new business head of Zimmer-McClaskey-Frank, Richmond. Mr. Evans formerly was creative director of Zimmer-McClaskey.

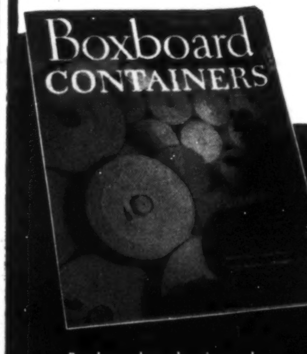
Sinclair Names Clifford

Ralph L. Clifford, formerly with Charles Schlaifer & Co., New York agency, has been named director of advertising and public relations of Sinclair & Valentine Co., a division of American-Marietta Co., New York. He succeeds Bernard Beall, who has joined Solar Steel Corp., Union, N. J.

ASHRAE Names Jackson

William J. Jackson, formerly eastern district manager of *Appliance Manufacturer*, a Watson publication, has been named by the American Society of Heating, Refrigerating & Air-Conditioning Engineers (ASHRAE), New York, as eastern ad representative of the *ASHRAE Journal* and the *Guide & Data Book*. He succeeds James Hess, who has left the society.

Are you overlooking a $3 Billion Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

How big a magazine for **this big** a market?

How big is the food industry today? Do you actually know?

It's $75 billion big in terms of Retail Sales.

It's $55 billion big if you're measuring Production.

It bulks up $25 to $30 billion big in purchases of Ingredients.

It's $7 billion big if you're thinking of Packaging Materials.

It's $1 billion if you're counting this year's Capital Expenditures . . . new dollars going into Plant and Equipment.

It's better than $50 million-a-year-big if you sell Power Transmission Equipment.

It's bigger than $100 million-a-year if you sell Electrical Equipment.

It's almost another $100 million-big if you sell Building Materials . . . well over that a year if you sell Steel, Aluminum, Plastics and other Materials of Construction.

It's $25 million-a-year-big for the Air Conditioning salesman . . . close to $60 million for the man who sells Conveyors . . . pile on another $60 million-a-year for other Materials Handling Equipment . . .

Measure the food industry up and down or across or any six ways from Sunday and today it's one of your biggest, bloomingest markets. Be sure you know. Look at the facts. Don't try to make big advertising decisions based on dated data, salesmen's superstitions or prejudices.

And while you're at it, put a new, realistic, up-to-the-minute measure on food management's own magazine . . . FOOD Engineering. Is it big enough to serve a market this big, men this big, money this big? How can you do this without beating your brains out, or making a lot of your research people work late? So easy . . .

Write today for your personal copy of new, lively, accurate market-media booklet, "1961 — FOOD ENGINEERING — THE FACTS". Use the coupon. No strings attached.

1961 · FOOD ENGINEERING · THE FACTS
FOOD
MARKET
MAN
MAGAZINE

Marketing Manager
FOOD Engineering, A Chilton Publication
Chestnut & 56th Sts., Philadelphia 39, Pa.

Rush my copy of "1961 — FOOD ENGINEERING — THE FACTS"

NAME . . . . TITLE . . . .

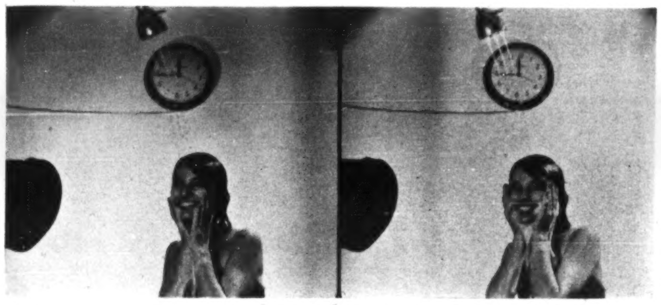
COMPANY . . . .

STREET . . . .

CITY . . . . ZONE . . . . . STATE . . . .

PHOTOGRAPHIC REVIEW

SECOND-TIME WINNER—*For the second straight year Florida State University's chapter of Alpha Delta Sigma has won the advertising fraternity's Donald W. Davis award. Allan Post (right), president of the chapter, accepts the award, plus a second-place award in professional competence from Richard Joel, FSU advertising professor and chairman of the ADS national council.*



RAPID FIRE—*Adaptation of a high-speed photographic technique, originally used for guided missile work, enables New York's Studio Associates to capture water drops and a model's mood on a second-by-second basis without calling for a frozen pose.*

Smith **Calkins** **Clark**

THREE ADMINISTRATIONS—*The first three presidents of Calkins & Holden, founded in 1902, exchange reminiscences on earlier days at the New York Art Directors Club luncheon honoring President No. 1, Earnest Elmo Calkins (AA, Nov. 28). President No. 2 was Rene Clark, now retired. No. 3 was G. Sherwood Smith, now vice-chairman of Fletcher Richards, Calkins & Holden.*

Christian **Hoftyzer** **Kern** **Gediman** **Dunn**

HEARST MEN—*Holding a reunion at the Boston Advertising Club meeting featuring H. James Gediman, exec vp of Hearst Advertising Service (AA, Nov. 21), were Frank S. Christian, ad club president and regional manager, Kenyon & Eckhardt; Ernest Hoftyzer, retired assistant publisher of Hearst papers in New England; Harold G. (Hap) Kern, general manager, Hearst Newspapers; and Frank E. Dunn, New England regional manager, Hearst Advertising Service.*

Antisdel **Hullinger** **Stefan** **Kuchel** **Billeb**

RIBBON CUTTER—*Fred M. Stefan, president, Milprint Inc., cuts a ribbon made of Milprint packages at Milprint's new South San Francisco plant. With him are C. K. Billeb, vp-manufacturing; Walter Hullinger, vp-marketing; Gene Antisdel, the new plant's manager; and Sen. Thomas H. Kuchel (R., Cal.).*

Weiss **Brakeman** **Fine**

MOGUL PARTY—*Sidney Matthew Weiss, executive vp of Mogul Williams & Saylor, with two of the 700 publishers and media men at the agency's second annual pre-Thanksgiving Day media party—Robert Brakeman, publisher, and William Fine, ad director, Harper's Bazaar.*

Glamour's Young Reader Has A Hand In Everything

. . . And she has the Golden Touch! Who is this amazing young woman? What does she do? To get the facts Glamour commissioned the experts. Result—a new, comprehensive, first-of-its-kind, Gallup survey, "The National Market of Young Women 18 to 35". Here are some exciting dollar for dollar highlights: This 18 to 35 year old group is 21 Million strong . . . their households control 44% of the national income. Spending power —179 BILLION dollars. *That's almost 1 out of every 2 dollars spent in the U.S. today!* They're all wonderful things to many people, these Billionairesses; they're Wives . . . Mothers . . . Careerists . . . Homemakers . . . Students. And because they're likely to play several feminine leads simultaneously, they are potential *triple-threat, multi-market consumers who can be multi-sold.* The door to the Golden 18 to 35 Market can *now* be opened wide by alert marketing men of the 1960's. Glamour is the key!

A Condé Nast Publication

ON CHICAGO'S
Magnificent Gold Coast

Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores.

Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.

LAKE SHORE DRIVE HOTEL
Overlooking Lake Michigan
181 E. Lake Shore Dr. • SU 7-8500

Ullrich & Brown Adds One

Sparkler Mfg. Co., maker of Sparkler filters, which recently moved from Chicago to Conroe, Tex., has named Ullrich & Brown, Houston, its advertising agency. Kreicker & Meloan, Chicago, formerly handled the account.

Johnson Elected Club Head

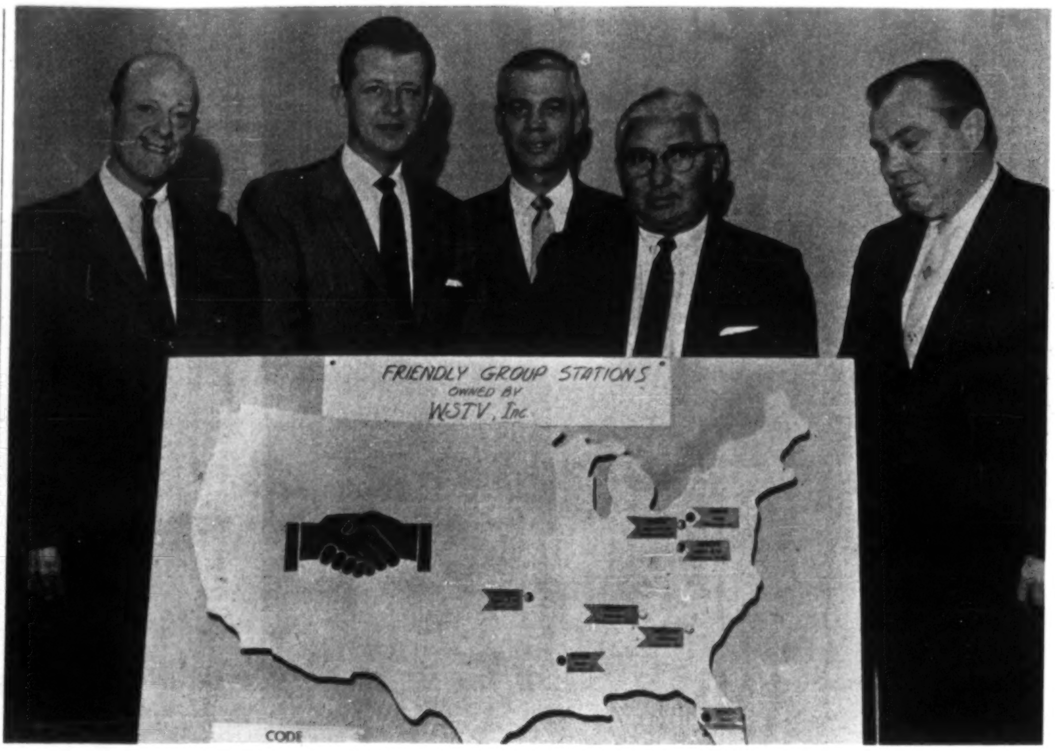
Dick Johnson, general manager of KBOM, Bismarck-Mandan, has been elected president of the North Dakota Broadcasters Assn. Charles Scofield, general manager of KEYZ Williston, has been elected vp.

. . . habit forming

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.
430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS



Laux Runnerstrom Knight Burke Hicks

FRIENDLY FOLKS—*Gathered at the recent meeting of officers of the Friendly Group in Steubenville, O., are John J. Laux, exec vp and general manager of the Friendly Group; Robert Runnerstrom, managing director of WBOY-TV, Clarksburg, W. Va.; D. T. Knight, general manager of KODE and KODE-TV, Joplin, Mo.; Harry Burke, general manager of WRGP-TV, Chattanooga, Tenn.; and James Hicks, general manager of WRDW-TV, Augusta, Ga.*

CKNW Asks Court to Force Sale of Station KVOS-TV

CKNW, Vancouver radio station, has filed suit in superior court, Whatcom County, Wash., against KVOS-TV, Bellingham, Wash. charging that KVOS-TV backed out of a deal to sell the station to CKNW for $3,000,000.

Named as defendants were Mr. and Mrs. Rogan Jones, who own more than two-thirds of the outstanding capital stock in KVOS Inc. The suit, which alleges that Mr. Jones and a CKNW representative signed a sales agreement last Aug. 17, asks that a decree of specific performance be issued against Mr. and Mrs. Jones that would direct them to sell the station to CKNW. Meanwhile, KVOS-TV has been sold to Wometco Enterprises, Miami, subject to FCC approval (AA, Nov. 28).

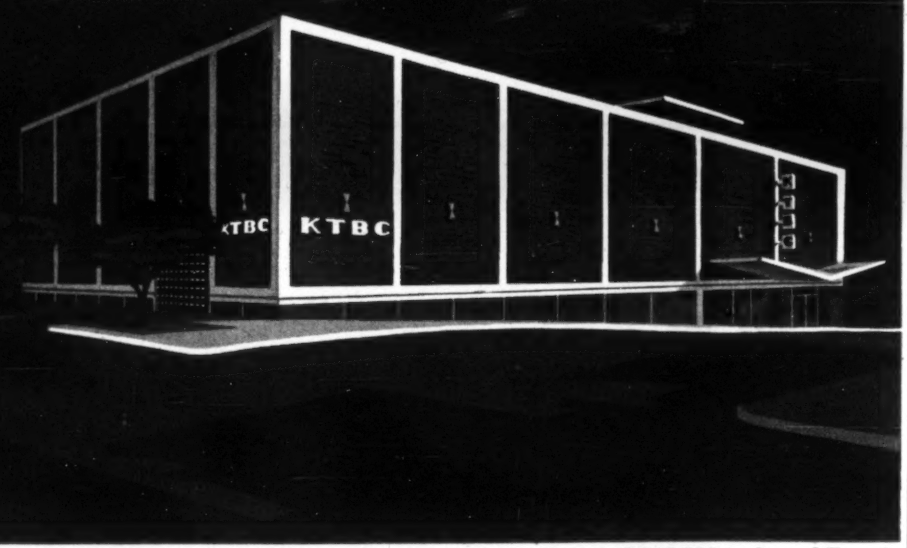
'Enquirer' Has Record Profits

The *Cincinnati Enquirer* has reported record net earnings of $1,191,570 for the fiscal year ended Sept. 30. Net earnings for the 1959 fiscal year amounted to $797,429. The newspaper had total revenue of $19,003,493—also a record—as compared with 1959 revenue of $17,794,723.

Mr. Softee Names Haggerty

George I. Haggerty Jr. has been appointed advertising manager of Mister Softee Inc., Runnemede, N. J. He will coordinate consumer advertising for more than 1,500 Mister Softee franchises in 37 states and abroad.

A NEW HOME for
595,883* Central Texans!



Now . . . the finest and newest facilities . . . to serve a rich audience of 595,883 in Central Texas! New AM-FM-TV facilities combined with energetic coverage of local and state news provide you with a unique grip on the rich Central Texas market. Make your advertising dollar work overtime . . . you deliver more homes per dollar on KTBC than with any other station in Texas.

NEW FACILITIES AVAILABLE TO YOU . . .

TV PRODUCTION
- RCA Video Tape Recorder
- Telescript 6000 (3¼ x 4¼) Rear Screen Projector
- Kliegl Silicon Light Dimming Board and Patch Panel'
- Counterweight System for Flying Sets and Lights
- RCA Special Effects Switching Unit
- Complete Movie and Still Photographic Lab

RADIO PRODUCTION
- Collins Cartridge Tape Recorder
- Ampex Console Tape Recorders
- Magnacorders
- Multiplex on FM

KTBC
AM · FM · TV
AUSTIN, TEXAS
CBS RADIO NETWORK
CBS • NBC • ABC TV NETWORKS

*A and B Coverage Areas based on July 10, 1960 Sales Management.

Represented Nationally by Paul H. Raymer Company

Unchanged
Since 1827

Yellow Label
SCOTCH WHISKY
ROBERTSON'S
PRODUCT OF SCOTLAND
ESTD 1827
ROBERTSON'S
4/5 QUART
86.8 PROOF
Yellow Label
BLENDED SCOTCH WHISKY
100% SCOTCH WHISKIES
DISTILLED & BOTTLED IN SCOTLAND
JOHN ROBERTSON & SON LTD
DUNDEE
SCOTLAND
KOBRAND CORPORATION • NEW YORK, N.Y.

ROBERTSON'S
YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N.Y. 1, N.Y.

New Politz Study cuts through costly selling smog, reveals CPI* buying patterns for 28 product groups

The single most vital, valuable thing about this new study by Universal Marketing Research, an Alfred Politz affiliate, is its intimacy with your own marketing problems. That's why you, personally, will find it of inestimable usefulness in stepping up salesmen's performance, providing them with superior tools and putting more bite into your advertising.

CPI
BUYING
PATTERNS

This is research that faces up to realities. It answers questions that have long plagued sales and advertising people . . .

"Will that engineer who said yes be over-ruled by top management? Are my salesmen calling on the right men in the *Chemical Process Industries market? Exactly how powerful is the technical decision-maker? Is he as big a buying force for raw materials as for equipment? Does he get involved at all buying steps? Does he have as much influence in selecting vendors as in determining the need for a product? What does he want most from salesmen?"

The most satisfying thing to us about this study is that so many men who have already seen it find that it substantially confirms their own good judgment. If you sell to the CPI, we think that you, too, will find it valuable in devising and executing 1961 marketing plans. Contact your nearest CHEMICAL ENGINEERING representative now, for a personal inspection of this meaningful and immediately useful new information.

Chemical Engineering

McGRAW-HILL BLDG., NEW YORK 36, N. Y.

you need college AND UNIVERSITY business

if you want your share of the $5.8 billion market in higher education

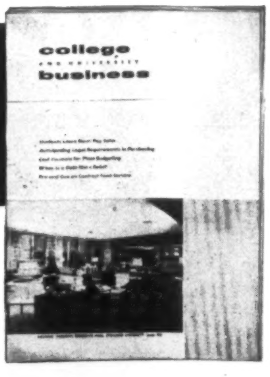
EDITORIALLY, College and University Business is the only magazine specifically serving the overall interests of the business management group in the college and university market. Since its beginning in 1946, College and University Business has firmly established close communication with those responsible for financing, planning, building, equipping, maintaining and operating the physical plant of higher education and all of the non-academic college services.

Colleges and universities have grown from a 1945 enrollment of 1.4 million to a 1960 enrollment of just under 4 million. Expenditures per student per year have increased from $600 to approximately $1200. In these 15 years higher education has built more educational, residential and recreational facilities than were built by American colleges in the preceding 300 years—and is now facing the need for expansion to serve 6.6 million students by 1970. New facilities will be built at a cost of $1 billion in 1961, with floor space amounting to 50 million square feet. All this in a market of approximately 2000 units! In a single dominant magazine you can reach, influence and penetrate to all the BUYERS in this tremendous growth market.

free textbooks FOR COLLEGE MARKET EDUCATION:

There's a detailed *Market-Media File Folder* you may have for the asking. New publications, also awaiting your request, include a new 12-page booklet on *College Housing and Food Service* (colleges rank near the top in mass feeding markets); a new survey on Science Laboratories to be built from 1960-1965; a new study of *College Buying Influences on Building Products* (reports from college business officers and architects); a new Data Sheet showing college construction by building types, number of buildings and dollars from 1952-1959). Erroll now for your short refresher course in college market identification. Write to:

college AND UNIVERSITY business



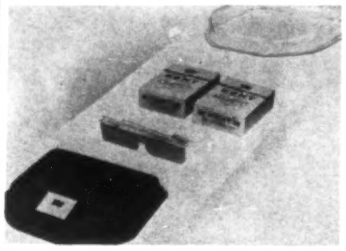
an
F. W. DODGE
CORPORATION
publication

The Nation's Schools and College and University Business are published by the Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois.

Merchandising Ideas

Lorillard Pack Fetes 200th Year

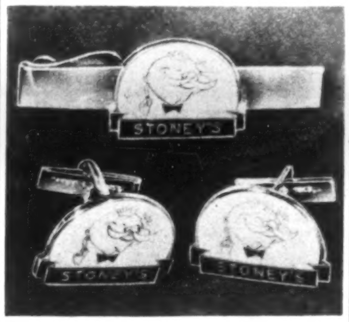
• P. Lorillard has put on sale a new 200th anniversary package which includes two packages of cigarets and a lighter nested in pressure-formed recesses in a red flocked styrene plastic platform. The package is covered with a transparent cover so the products may be seen. Package identity is achieved with a gold scroll insert overprinted in black script. Plaxall Inc., Long Island City, designed and produced the package. The container is made from Stylour plastic made by Nashua Corp., Nashua, N. H., and the cover is made of acetate from Celanese Corp. of America.



ANNIVERSARY PACKAGE—*A new package containing two packs of cigarets and a lighter has been placed on sale to commemorate the 200th anniversary of P. Lorillard Co.*

Brewer Symbol Immortalized

• So highly do members of the United Breweries of America value the appeal of their debonair trademark character that they have immortalized him in "solid gold plate" in the form of cuff links and tie bar sets. Each set is personalized with the name of the member brewery in gold on black across the bottom. The breweries are using the sets to build a brand image with customers and friends.



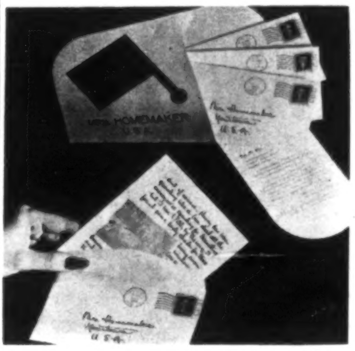
AMBASSADOR—*United Breweries of America is using its trademark character as an ambassador of good will with these cuff links and tie bars.*

Book Stars Trackmobile

• A kindergarten teacher in Arlington Heights, Ill., recently read to her class a book called, "Tricky the Trackmobile." Trackmobile is the registered trade name of a product of Whiting Corp., Harvey, Ill., which also builds overhead cranes, tramrail equipment, foundry cupolas and other heavy capital equipment. A Trackmobile has two sets of wheels, one for rails and the other for roads. Thinking of the complex nature of this equipment, Whiting's agency, Grimm & Craigle, came up with the idea for a children's story book. The idea appealed to Henry Chillas, Whiting advertising manager, and the result was "Tricky the Trackmobile." The story is a modern day version of "The Ugly Duckling" with a dash of "The Little Engine That Could," telling the tale of a Trackmobile which ultimately discovers its purpose in life. The story has gone over well with plant executives who have gotten the materials handling message in the book and then passed it on to the kids.

Sends Ads in Mail Box

• Retail window shade buyers throughout the U. S. are receiving a package which rounds up reprints of four advertisements of Breneman-Hartshorn, Cincinnati shade and blind maker, scheduled in spring and fall issues of *House Beautiful, House & Garden, Living for Young Homemakers* and *Parents' Magazine*. The ads are notes, in feminine script, with a swatch of an unsual shade of material. The ads were put into envelopes addressed to Mrs. Homemaker, USA, and then in a miniature mail box. A note on the mail box flag reads: "We invite you to read someone else's mail—because there's something in it for you." Farson, Huff & Northlich is the company's agency.



REALLY DIRECT MAIL—*These ad reprints were sent in envelopes in a miniature mail box to window shade buyers.*

Holds Sales Meeting on TV

• Knodel-Tygrett Co., Cincinnati, Zenith-North distributor, took to the air via WKRC-TV, Cincinnati, with an "open closed-circuit" telecast for a special Thanksgiving promotion sales meeting. The show, with Knodel-Tygrett's executives and salesmen as actors, was aimed at dealers in 29 counties in Ohio, Indiana and Kentucky, but anyone else who wanted to watch was welcome. It all came about because Knodel-Tygrett got an idea for a Thanksgiving sales drive and then discovered the dealers had to know all details by "day after tomorrow morning" in order to complete the promotion by Thanksgiving—vital because

ADVERTISEMENT

4-Season Recreation Business helps make and keep Vermont a Sweet Market. Just one order, one bill, one buy, home-delivers your message in the 6 key dailies which blanket the area where 93.9% of Vermont's $570 million* buying power originates. For details, write: THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

ON STAGE—*Knodel-Tygrett salesmen relax and ponder their future in television after their appearance on a special telecast to promote a Thanksgiving sales drive to dealers. "Convict" at left is a reminder of another recent promotion in which salesmen were locked up in Knodel-Tygrett's office and released only after dealers showed up to bail them out. Impresario at right is John Robinson, vp of Farson, Huff & Northlich, K-T's agency.*

prizes consisted of 10,000 lbs. of turkey.

K-T's agency, Farson, Huff & Northlich, wrestled with the problem, then suggested: "Why not reach the dealers by tv, in the early morning hours when they would be home?" So, a 7:30 to 8 a.m. slot was reserved and the dealers were called to alert them to watch the show. At 6:30 a.m. a sleepy sales force, garbed in rented Pilgrim costumes, trooped into the WKRC studios. After a briefing on director's signs, the cast put on the show. Before the show was off the air, the lights were blinking on the Knodel-Tygrett switchboard—with both orders and kudos.

Checker Drive Seeks Dealers

• Checker Motors Corp., Kalamazoo, in a dealer recruitment program, is sending out a series of three mailings to about 15,000 prospective dealers. The first included a bag of peanuts with a sales message headlined: "Why knock yourself out for peanuts?" The second was a bar of soap accompanied by a folder titled, "You'll like this kind of clean clean deal." The third was a set of "Checker-checkers"—a 7" square checkerboard with 24 plastic checkers. One side of the board has the message: "Was Checker thinking of you when they built this car?" On the other side, each black square contains succinct sales points about Checker's Superba and new Marathon series, such as "built to last 200,000 miles," "22-gal. fuel tank" and "runs on regular gas." Cesar Rotondi of Herbert Baker Advertising, the Checker agency, said 200 inquiry cards were returned after the first mailing, with more still coming in.

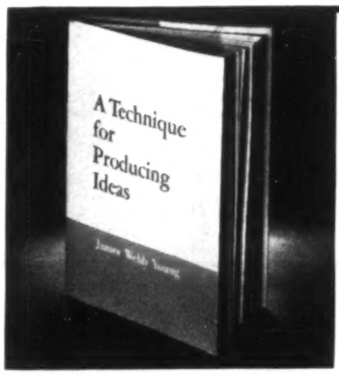
The company is promoting passenger cars and station wagons with its first national ad campaign in magazines and trade publications (AA, Oct. 10).

Humble Offers Oil Well Model

• Humble Oil & Refining Co. is offering a working model of an oil well to customers who drop in at Humble service stations for free coupons. The model is available for a coupon plus $2, and is being promoted as a Christmas gift for boys. Humble also mailed a number of the models to press and friends as a public relations gimmick. Outdoor, newspaper and broadcasting advertising is backing the promotion. #

Virginia Apple Group to Houck

Virginia State Apple Commission, Staunton, Va., has appointed Houck & Co., Roanoke, to handle its advertising. Cabell Eanes Inc., Richmond, is the former agency of record. The account bills approximately $100,000.



A Technique for Producing

IDEAS

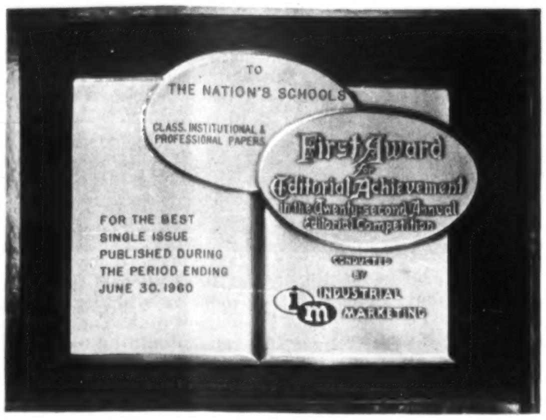
Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

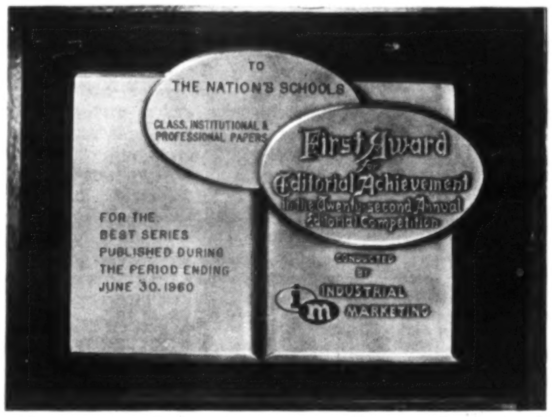
In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE 200 E. ILLINOIS ST.
CHICAGO 11, ILL.
"Attention Book Department."


TO
THE NATION'S SCHOOLS
CLASS, INSTITUTIONAL & PROFESSIONAL PAPERS
FOR THE BEST SINGLE ISSUE PUBLISHED DURING THE PERIOD ENDING JUNE 30, 1960
First Award for Editorial Achievement
In the Twenty-second Annual Editorial Competition
CONDUCTED BY
INDUSTRIAL MARKETING

First Award for Best Single Issue: School Administration Study on Science Education in February 1960; one of a continuing series of full length studies on selected areas of more than normal interest.


TO
THE NATION'S SCHOOLS
CLASS, INSTITUTIONAL & PROFESSIONAL PAPERS
FOR THE BEST SERIES PUBLISHED DURING THE PERIOD ENDING JUNE 30, 1960
First Award for Editorial Achievement
In the Twenty-second Annual Editorial Competition
CONDUCTED BY
INDUSTRIAL MARKETING

First Award for Best Series of Articles: A continuing series on Schoolhouse Planning covering the best and most unusual new school buildings, educationally and architecturally.

AWARDS FOR BASIC VALUE

THE TWO PLAQUES pictured represent first place awards to THE NATION'S SCHOOLS in the 1960 editorial competition conducted by *Industrial Marketing*. One is for "Best Single Issue," the other for "Best Series of Articles."

The publishers and editors of THE NATION'S SCHOOLS value such recognition of achievement very highly indeed, and especially appreciate that this magazine was the only one in the category, "Class, Institutional and Professional Magazines," to receive two of the coveted first place honors.

Gratifying these awards certainly are, emphasizing an important reason why THE NATION'S SCHOOLS has maintained first place in paid subscriptions from chief school administrative officers for the past twenty-three consecutive years—and why it is today wanted and paid for by more of this group than even request any comparable magazine, paid or free.

Editorial excellence is also recognized tangibly in advertising patronage. For the past consecutive eighteen years, THE NATION'S SCHOOLS has led all school administrative magazines in advertising volume—and, in 1959 and again in the first eleven months of 1960, has carried more advertising pages than the second and third magazines *combined*.

We are grateful to *Industrial Marketing* for its efforts in measuring editorial value — the basic value from which all other values naturally flow.

The Nation's Schools and College and University Business
are published by the Modern Hospital Publishing Co., Inc.,
919 North Michigan Avenue, Chicago 11, Illinois

publications of
F. W. DODGE
CORPORATION

THE Nation's Schools

Creativity Is 'Flamboyant Sideshow,' Says Cox; It's 'Working Force': Jones

(Continued from Page 3)

man has too much concern for the advertiser and too little for the consumer, the adman is no more effective than those who employ him, Mr. Cox said. This happens too often, according to him.

"Pitfall of dreadful dullness" is the result, he added.

Another trap that admen must avoid, according to Mr. Cox, is the "stairway to mediocrity," defined by him as "the process of submitting creative advertising work to a whole series of editors and critics at various levels in the client's organization."

The fault for this, Mr. Cox said, is not the client's. The adman, who has not achieved the professional level of respect that greets the recommendations of engineers, architects and attorneys, is to blame for his own predicament, he said.

According to Mr. Cox, the adman of today is an "honest man, with an honest set of standards, who is trying to progress from charlatanism to the status of a professional." Universities should help him by inaugurating a complete "graduate school of advertising," he said.

Even though the adman is maligned and vilified, Mr. Cox said, the output of industry would slow to a trickle if he and his kind went on strike.

■ Mr. Jones agreed that the word "creativity" has been over-used, misused and abused but suggested that the concept of creativity does exist as a working force.

Agency management, he warned, hampers complete fulfillment of its obligations to its people when it allows it to become known as a specialist agency, with undue emphasis on a single agency function.

"When this happens, the focus shifts to a single facet," Mr. Jones said. "One department becomes the chosen instrument, and what should be a symphony becomes a solo. The result can be departmental rivalry, resentment and idea paralysis," he said.

Mr. Jones warned against setting up a group system which blocks creative people from the main current of operations and atrophies the creative function. He said too much stress is sometimes given cooperation, passive adaptability and getting along with others in the agency and even on the client's side of the picture.

"This attitude creates a danger not of revolution but of anesthesia. It may develop an operation that is cozy and unchanged over a period of time, with plenty of your so-called cooperation but not much action," Mr. Jones said.

■ "I don't believe you can manage creative manpower, or administer it. It can be managed or administered to death but it cannot be managed or administered into life. If you are not creative yourself, you cannot lead others to creativity with any degree of success. This leadership must not only be maintained but delegated right down through the various strata of the organization," he said.

There is too much effort, according to Mr. Jones, to force people to conform to the "gobbledegook of personnel science"—classifying one person as creative, another as not.

"Creativity is where you find it," he said. "It exists in all sizes of people and in all agency jobs. We should take comfort in the fact that there are some areas of life immune to qualitative analysis, and that creative people should not have to abandon creativity in order to obtain job status."

Mr. Jones came out strongly against the cult of the machine.

■ "We might turn our backs on creativity altogether," he said, "and bow down to that great modern manitou, Univac. For some time now I have suspected that the greatest barrier to creativity in some agencies is the fact that management there is having more fun playing business men than in working at advertising."

Mr. Jones said the outlook for the not-too-distant future indicates that 50% more advertising will be directed at 17% more people.

"When this comes to pass, we are likely to be thinking of 1960 as the good old days," he said. "Without accelerated creativity in every form of advertising, getting a sales message even noticed will be about as easy as driving a bent nail into an oak plank with a banana," according to Mr. Jones.

■ Campbell-Ewald Co. trains youth for management by assigning experienced executives to work with young people on the way up, Lawrence R. Nelson, senior vp, reported to the meeting.

"We find this better than trying to pirate young executives from others," Mr. Nelson said. He also had a few words of advice for executives of all ages.

"The most valuable characteristic of a young executive is one that anyone, regardless of age can adopt," he said. "That is the practice of asking 'why?' before he settles for less than the best. That is a characteristic of youth. If every year that we add to our age, we also add 'whys?' to our decisions, we may find we are more effective and a real, long-term asset to our organizations."

Thomas B. Adams, 38, president of Campbell-Ewald, was cited as an example of the results of the firm's management training program, instituted some time ago.

■ The problem of building a young management team for the future in a smaller agency was reviewed by Arthur G. Rippey, managing partner of Rippey, Henderson, Bucknam & Co., Denver, who is also secretary-treasurer of the Four A's. His company, the largest agency between the Mississippi and the West Coast, has 10 partners, 45 employes and 20 clients, billing about $3,000,000.

"Our agency is now run by men in their '50s, and the men under them, who can be considered trainees for management," are in their '40s, Mr. Rippey said. "These are well backed up by people in their '30s. We think there is adequate depth here, so we need not worry about the management team of tomorrow, although it isn't possible to have an elaborate trainee course in an agency of only 45 people."

He said one cause of worry was the scarcity of young people in their '20s.

■ Because there must be compatibility among partners, the prospective employe is studied long and hard, with much consideration to what people think about the applicant. Mr. Rippey said that a loose rein prevails thereafter, providing a reasonable degree of freedom. "We're not unbusiness-like, however. The agency's profitability has been in the top rank of agencies of our size, or any size, for many years," he said. The agency operates on a "team system," with account executives consulting with their team on major decisions.

Austin Kelley III, president of the National Employe Relations Institute, New York, discussed executive compensation.

"No matter what type of executive compensation plan is developed in any agency," Mr. Kelly said, "keep in mind there will be no built-in, guaranteed security. There must be some incentive. We must remember, too, that there are compensations other than dollars.

"Any executive compensation plan must be reviewed from the point of view of whether it is a good investment on the part of the company, and should be examined to discover whether it is producing the maximum benefits to which the company is entitled for the dollars it spends.

■ Ground rules for a better relationship between media representatives and agency personnel were given by Charles F. Adams, exec vp of MacManus, John & Adams, who took the meat of his presentation from a survey of the two groups conducted under his chairmanship for the East Central region of the Four A's.

To improve communications, Mr. Adams suggested, agencies should display in their lobbies an organization chart of media departments and a breakdown of the personnel responsible for each account, and have a receptionist responsible for clearing appointments or a house phone on which a salesman may make his own appointments. Other suggested rules are:

- Never keep a salesman waiting more than 15 minutes unless he is told that the wait will be longer and approximately how long.
- Designate one agency individual to set up and arrange group meetings for full-scale presentation so there will be no conflict with other meetings.
- Be frank and honest in dealings with media salesmen and courteous and attentive to what they have to say.
- Tell salesmen as much of your marketing and media objectives as can be divulged to help them slant their presentations to be the most help to agency and client.

■ The wave of self-criticism that has rolled through the advertising community in recent months seems to be subsiding, and this is for the better, because important new developments should claim admen's attention, Bernard M. Auer, publisher of *Time*, said.

According to him, among the most important of them is the "sudden advent of awareness."

"Thanks to modern communication, man is becoming increasingly aware of the world in which he lives, and journalism is largely responsible for the present major social, political and technological revolutions which characterize our age," he said.

He reported that mankind now owns 315,000,000 radio sets and almost 94,000,000 tv sets. It publishes 30,000 newspapers, with a total circulation of 450,000,000 copies, and 22,000 magazines and periodicals, with a circulation of some 200,000,000 copies.

■ Facing the manpower need in advertising, Prof. John F. Crawford, head of the department of advertising at Michigan State College, said it was time to quit playing musical chairs among the agencies, trying to hire talent away from each other, and give some attention to the long-range program of educating to fill the gap.

"As we head into the 1960s, it is plain as the figures on a McCann-Erickson chart that the advertising business is going to grow," said Prof. Crawford, "and that the nature of the business is not going to change. You are in a personal service business, which takes persons, and the bigger it gets, the more persons it needs.

■ "Many of you are looking to colleges and universities as the place to find these people. What do you look for? I know there are still agency men in high positions who still believe the best preparation for advertising is the so-called liberal arts education in the classical pattern," he said. "While I respect these men, I submit to you they are talking through their grey flannel hats. In the first place, all liberal education isn't so liberal any more. Some of the narrowest, most specialized education offered is being found there. Secondly, the men making this statement don't know what is being taught in advertising education today.

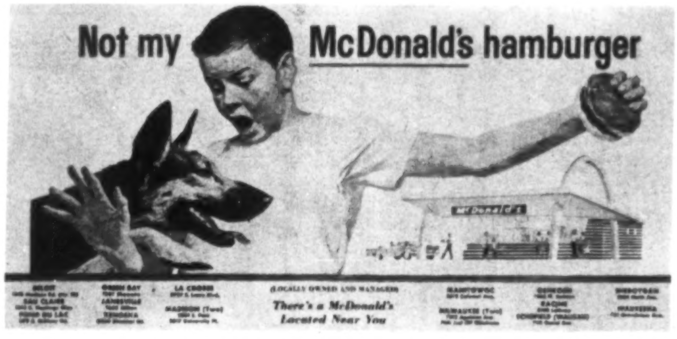
■ "Our graduates go to the agencies who say, 'Just educate them generally, and then we'll put them in our training program.' But almost every student we put into such a program gets taken out in a few months and is given a job which contributes to the agency's productive capacity.

"The good teacher of advertising is the first line of your defense. He can hold his own in a debates with the so-called intellectual on the campus. He does this for a vast audience of students who will never apply to you for a job, but at the same time he is helping to increase the number who will. I wish I could report to you that there are enough of the good teachers to make a dent in your manpower problem, but there are not," he said. "There are only 39 accredited programs in advertising in colleges across the country, as against 82 in medicine, 129 in law, 463 in home economics and about 1,000 in engineering. There are only 67 professors of advertising and only 37 of these have had any actual advertising experience. This is what we have for a business that will provide 15,000 new jobs every year for the foreseeable future."

■ Integration of media and market planning was discussed by Burleigh Gardner, executive director of Social Research Inc., Chicago, who drew a line around the word "influence," terming it bad if it served business affairs but good if it influenced academic affairs. In this, the cold war in which one reaches for the minds of men, it is the influence of communications which weigh heavily, he indicated.

"We are mostly working toward increasing the goods of product acceptability," said Mr. Gardner. "Each media evokes an image and the weight of each can be measured. As for markets, the only sensible grouping is in terms of people reached. The advertiser picks a target, a set of minds. In this battle for minds the sales manager doesn't know the customer face to face, so needs guidance in approaching the faceless mass. He needs the instruments of communication, and research can direct his approach along the proper paths."

■ W. S. Finch, sales executive of Texize Chemicals Co., Greenville, S. C., which spends $4,000,000 yearly in advertising, talked on the formula of persuasion, which reduces to this: "Here is some money. We are looking for action. Show us some. We are not after the academy award in advertising. We are trying to sell soap." #


Not my
McDonald's hamburger
McDonald's
LOCALLY OWNED AND MANAGED
There's a McDonald's Located Near You

THERE'S A LIMIT—*McDonald's System will use quality-keyed color ads like this in comic sections of metropolitan newspapers next year.*

McDonald's System Sets First Unified Drive for Drive-Ins

CHICAGO, Nov. 30—The first national campaign in which all units of McDonald's System of 15¢ hamburger drive-ins will use identical ad materials has been set for 1961.

Most of the money to be spent by the rapidly growing system's outlets—there are 221 of them as of today, and each spends between $6,000 and $7,000 a year—will go for outdoor. Road signs and 24-sheet posters will be used extensively, the company said.

One-third page color ads in Sunday newspaper comic sections are set for large metropolitan areas. These monthly ads—and one-inch strips across the page on the other Sundays—have been tested in the *Milwaukee Journal*. Spot radio and direct mail will also be used.

■ Although the company, through its agency, the Shrout Agency, Morton Grove, Ill., provides the outlets with all ad materials and "100% guidance," the advertising money is spent on the retail level. The company, which terms itself the world's largest maker of sandwiches, said this is being done in accordance with the franchise agreement.

Departing from its previous policy of franchising all units, McDonald's plans to own and operate many of the 125 new outlets projected for 1961. A greater degree of advertising control will be one of the results of this policy shift. #

Foster, Scaman to Knipschild

Bob Foster and Howard Scaman have joined Knipschild-Robinson, Chicago merchandising company, as account executives. Mr. Foster was formerly sales and general manager of film production at Sarra Inc. Mr. Scaman was formerly sales promotion manager of the utility division and merchandising coordinator of Norge Sales Corp.

National Boosts Kirshbaum

Gerald Kirshbaum, marketing coordinator at National Distillers Products Co., New York, has been promoted to vp. Mr. Kirshbaum joined the company six years ago as merchandising manager.

Kamin Joins Hall, Haerr

William L. Kamin has joined Hall, Haerr, Peterson & Harney, Peoria, as an account executive. Mr. Kamin was formerly advertising director of Thuro-Bilt Products Inc., Thuro-Bilt Homes, Fairbury, Ill.

NEW MEMBER—*The Cincinnati Industrial Advertisers has become a member of the Advertising Federation of America. CIA president Edward W. Hodgetts (left), director of sales promotion and advertising, Cincinnati Gas & Electric Co., receives the membership charter from George W. Head, director of advertising, National Cash Register Co., Dayton, a director of the AFA.*

Big Dailies Stress 'Big News,' Leave Local News to Local Newspapers: Dimitman

PHILADELPHIA, Nov. 29—The metropolitan newspaper is and has been undergoing a process of quiet, slow change, E. Z. Dimitman, administrative assistant to the editor and publisher of the *Philadelphia Inquirer*, told members of the Philadelphia Club of Advertising Women at their November dinner meeting.

In the next ten years the morning metropolitan newspaper, whether in Philadelphia, New York, Chicago or St. Louis, will become a regional paper, Mr. Dimitman predicted.

"More and more, the metropolitan paper is devoting the major portion of its space to the big news, the important and interesting developments in our world," he said.

Consequently, he said, it is cutting down its coverage of the day-to-day activities of the people in its circulation area—the local council meetings, school boards, civic groups—because of lack of space.

■ The need for this type of news will be filled increasingly by the suburban and smaller city newspapers in the communities and municipalities around the metropolitan area, Mr. Dimitman said. These newspapers and the metropolitan daily will not be competing with each other, he added.

He cited some statistics from a recent study of newspapers in 13 large cities which, he said, "tell a story and point the way for the metropolitan newspaper."

In 12 of the cities, excluding New York, 21 newspapers which had the best records for sound and complete reporting increased their circulation between 1940 and 1960 by 63%—against a 38% increase in population.

In those same 12 cities, 23 newspapers which leaned toward "more frivolous, more trivial and more sensational coverage," with a combined circulation of 4,015,000 in 1940, were reduced in number to 16 by 1960, with a combined circulation of 4,270,000—an increase of only 6%, he said.

■ During the same 20-year period, the leading confession magazines rose 23% in circulation, while the three important information weeklies, *Time*, *Newsweek* and *U. S. News & World Report*, rose 257% in circulation, the study showed.

In addition to broader, more intensive coverage of the big news, metropolitan newspapers of the future will provide more interpretation and analysis—"the why, the wherefore and the what next," so that "the reader gets the story and the meaning simultaneously," Mr. Dimitman noted.

He described some of the steps the *Inquirer* already has taken in this direction, including a "new dimension in features—the serialization of new, timely books, particularly on issues and events and personalities in the news."

This year, between the *Inquirer* and the *Philadelphia Daily News*, Triangle Publications will have serialized some 60 or more newly published books on a great variety of subjects, Mr. Dimitman noted. #

Novado Joins I. M. Kipnes

William Novado, former owner of Novado Advertising Services, Endicott, N. Y., has joined I. M. Kipnes Advertising, Phoenix, as copy supervisor. Mr. Novado also has been director of advertising and sales promotion of Philadelphia Sales Co., Binghamton, N. Y.

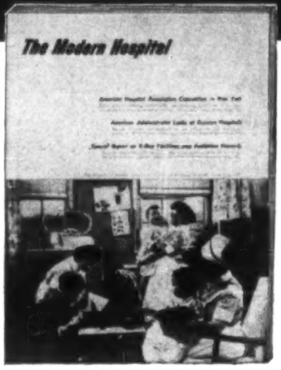
Technical Names McShane

Technical Publishing Co., Barrington, Ill., has appointed James E. McShane district manager of *Plant Engineering* in the Chicago area. Mr. McShane has been sales representative for *Business Week* in the Chicago area since 1954.

ADVERTISEMENT

MARKET MAN? Join the many others who sell in the sweet **Vermont** market with just one order, one bill, one buy. With the Vermont Allied Dailies, your message is beamed over the area where 93.9% of Vermont's $570 million* buying power originates. Write TODAY for details. THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.



The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

If your 1961 marketing plans include the hospital market—

ASK ANY QUESTION

THE MODERN HOSPITAL recognizes that selection of markets and media involves serious and important decisions. Intelligent decisions must be based on intelligent, well documented answers to intelligent questions. These documented answers THE MODERN HOSPITAL is prepared to give, from its home office or through any one of its advertising representatives.

Ask about the market: number and location of buying units, potential sale of product types, specific suitability of a particular product, product selection influences.

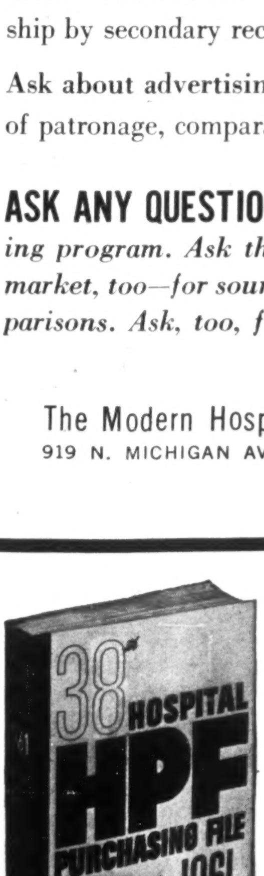
Ask about the magazine: its market coverage, readership at various levels, response to editorial and advertising content, subscription methods and circulation record, pass-along distribution and readership by secondary recipients.

Ask about advertising patronage: how many advertisers, continuity of patronage, comparative standing in the field.

ASK ANY QUESTION—*ask it now, as you plan your 1961 marketing program. Ask the same questions of other magazines in the market, too—for sound media selection depends on analytical comparisons. Ask, too, for full, factual documentation.*

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

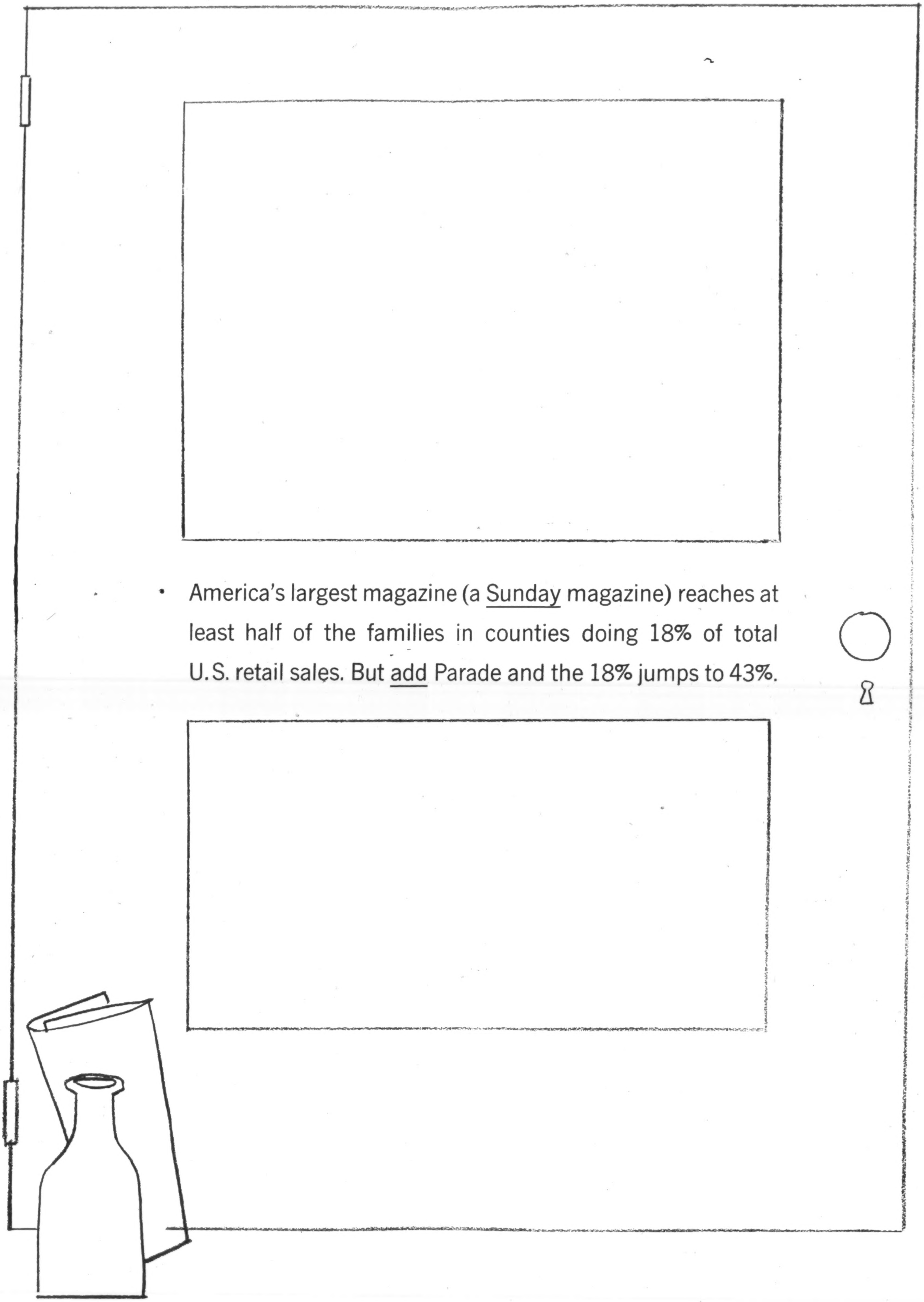
publications of
F. W. DODGE
CORPORATION



File hospital product information here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy — and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.



- America's largest magazine (a Sunday magazine) reaches at least half of the families in counties doing 18% of total U.S. retail sales. But add Parade and the 18% jumps to 43%.

Advertising Age

Feature Section

Report on Public's Attitude to Ads

Woolf Offers Some Media Fundamentals

Miscellany from Production Man

Neff's Peeled Eye Roves Around

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Believability, Not Honesty, Is Top Problem . . .

Study Shows Public Attitude Toward Advertising Is Surprisingly Good; Only 17% 'Generally Unfavorable'

At the 1960 eastern annual conference of the American Assn. of Advertising Agencies, held in November, the agency men who attended were shown in a closed session the results of an experimental study of public attitudes toward advertising. It was presented by Hugh S. Hardy, director of Universal Marketing Research, a Politz affiliate, and is reproduced here. It shows a fairly high proportion of people who think they have seen false or misleading advertising, but indicates that most people have a basically favorable attitude toward advertising. It indicates, however, that better educated people are inclined to be more critical of advertising. It indicates that broadcast advertising is the area where people are most critical. Yet Mr. Hardy says, "I believe the advertising industry is in reasonably good shape, at least with the public," meanwhile cautioning that "public attitudes will probably grow worse unless many violations and questionable practices are eliminated."

Hugh S. Hardy

By Hugh Hardy
Director, Universal Marketing Research, New York

We at Universal Marketing Research have followed the well-publicized attacks on advertising and the advertising profession with a great deal of interest. It has been a bit like watching a football game—although we might feel that some of the penalties called against one team are unfair, we aren't affected by the outcome of the game, as the players are. The one big advantage that we have is that we can perhaps be a little more objective because we aren't personally involved.

Most of the invective that has issued forth has come from a rather small segment of the population—authors, newspaper columnists, entertainers, teachers, and so on—for the sake of convenience, they might be lumped under the single heading, "intellectuals."

Another important group, of course, consists of politicians and members of government agencies—people who might or might not be thought of as intellectuals!

Who Says 'Massive Wave of Hostile Public Thought'?

It, of course, became obvious that these so-called opinion leaders did not like advertising. In fact, I noticed further evidence of this only last week. A headline on the front page of a trade publication read, "Survey Says Ad Image Tarnished." According to the story, the survey involved interviews with 200 opinion leaders. This was a Canadian magazine, and the survey was in Canada, but the survey outcome and the headline would have been much the same here in the U.S.

What concerned us was that frequent mention was made to a "massive wave of hostile public thought," but there was little concrete evidence of what the public actually does think. We heard of many consumer and other surveys, but nowhere did we see anything that could be considered a reliable and objective expression of *public* likes and dislikes.

As it happens we have a bi-monthly participating survey service which we call the Omnibus, and each of these surveys is open to multiple subscribers. The Omnibus employs a national probability sample of about 3,000 adult men and women, and is a completely reliable representation of the United States population. We decided that, when space was available, we would use this device of ours to conduct an experimental study of public attitudes. The opportunity came in July.

■ We were fully aware of the complexity of the subject, and we knew that *all* of the answers could not be obtained by asking a few questions of the public, or perhaps even on a single survey. However, we believed that what was needed was a completely objective survey, even though on a limited scale, which might serve as a guidepost to subsequent, more intensive investigation by the advertising industry. We finally selected an experimental approach which involved seven questions.

In our approach we would first try to get a measure of general attitudes toward advertising. Then we would determine if people could recall any advertising which they believed to be false or misleading, and pursue this through identification of product, brand, and finally the specific statements in the ads or commercials that were considered false or misleading.

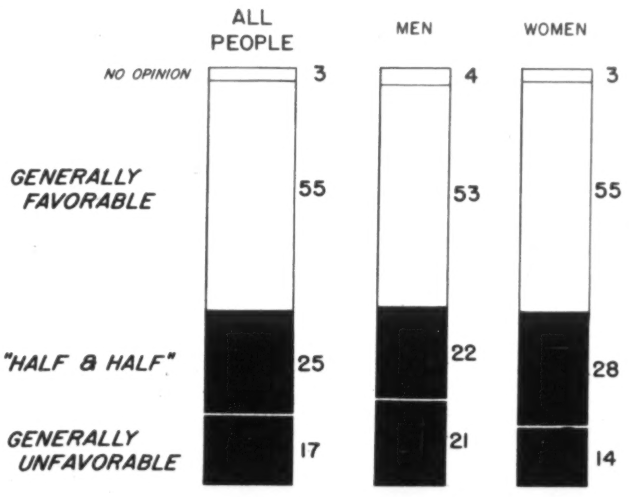
■ The approach was geared to negative responses, with very little opportunity offered to respondents to express positive views. This was done intentionally, and the findings therefore contain a virtual maximum of criticism.

We again agree that the subject is complicated, and that the questionnaire space allotted to this subject by no means exhausts the areas in which useful—and important—questions might be asked. However, the findings of this survey are of a high degree of accuracy, and can be of considerable value to the advertising industry. Importantly, they can serve as a benchmark for trend measurements, and as an indication of areas where further work might be revealing.

Now, let's proceed to the survey findings:

General Attitudes Toward Advertising

Comparison by Sex



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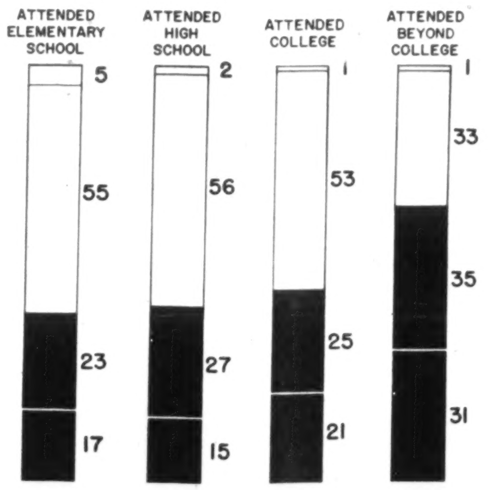
Comparison by Education



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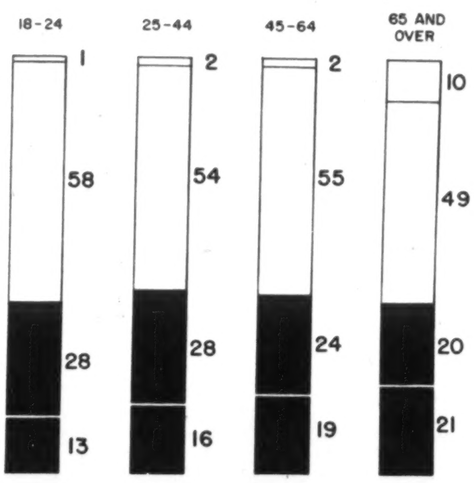
Comparison by Age



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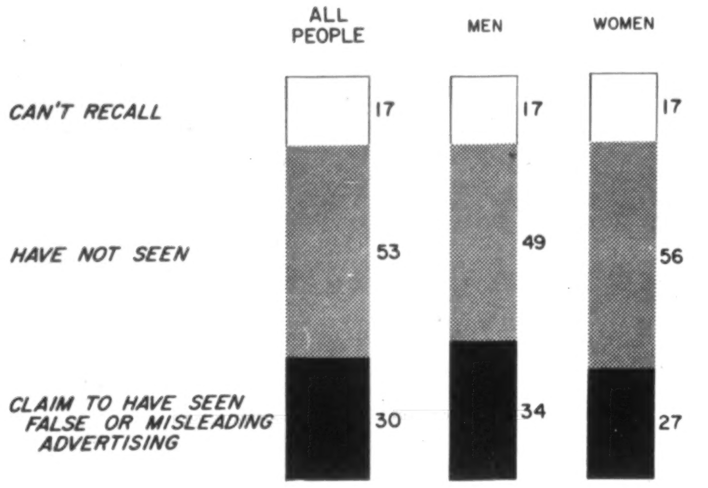
Extent of Advertising Believability

Comparison by Sex



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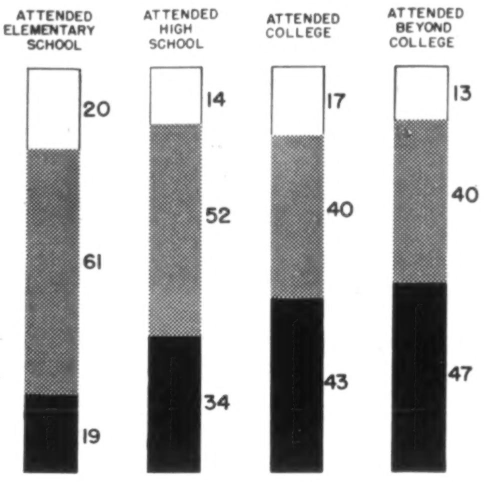
Comparison by Education



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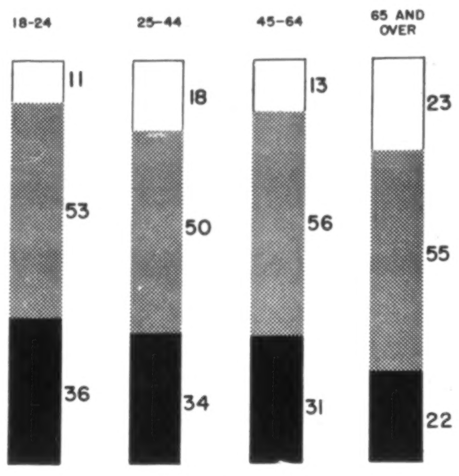
Comparison by Age



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1. Attitudes by Sex

The first chart summarizes general public attitudes. The question asked was, "Most people see or hear some advertising and commercials every day; in general, which one of these statements best expresses your own attitude toward advertising?" We have condensed the seven-point scale of attitudes to three on the charts for simplicity. Referring to Chart 1, we see that more than half of all those interviewed (55%), have generally favorable attitudes toward advertising. One in four (25%) have mixed feelings (that is, half of the time their attitudes toward advertising are favorable, the other half of the time they are unfavorable); *and only 17%* of all the people have generally unfavorable opinions. (You will note that men have somewhat less favorable attitudes toward advertising than women.)

▪ I found these attitudes rather surprising. First, I can think of very few valid reasons why the public *should* be favorably disposed toward advertising, and 55% is a rather sizable proportion of the adult population. After all, I suspect that most people don't give much thought at all to advertising, as being good or bad, except on those occasions when some particular advertisement or commercial is especially annoying or objectionable to them.

Although the mid-group might be construed as having qualified views, I look at it as being rather neutral. If people have something bad to say about doctors, but also have something good to say about doctors, then certainly no harm is done to the medical profession; or, if people like the tv commercial for Secret deodorant but don't like the Ban deodorant commercial because of the statues, the only real harm would seem to be to Ban, itself.

Finally, considering the amount of adverse publicity about advertising, I consider the unfavorable 17% to be rather low.

2. Attitudes by Education

When we examine general attitudes by education groups, we find an increasingly critical attitude among the better educated. However, the differences between grade school, high school and college groups are somewhat less than might have been expected. It is not until we view the 3% of the sample which has had some post-graduate work that we find a real core of resistance, with one in three expressing negative attitudes toward advertising.

Nevertheless, it might be encouraging to note that for every highly educated individual with negative attitudes, there is one with positive attitudes, and one who is neutral. It is obvious that not all intellectuals are against advertising.

3. Attitudes by Age

When we compare attitudes by age groups, we find a tendency for older people to have more negative attitudes than the younger.

Some of this apparent difference would seem to be explained by the larger number of older people who had no opinion, or at least chose to express no opinion.

However, I believe there is more to it than that. The youngest age group has "grown up" with television (which is certainly the best known ad medium today). In the process of growing up with television, these younger people have either become cynical about the abuses and violations of tv advertising, or have become conditioned to them, to a degree.

▪ Since the advent of tv, the older people, on the other hand, have found advertising insinuating itself upon them in a new and strange way. It couldn't be flipped over, like a magazine page, nor could it be ignored in the same way as radio commercials. As a result, older people have become more annoyed.

If we accept this hypothesis, then the 21% unfavorable figure for the oldsters is not high at all.

In any case, it is apparent that age and education work independently. As a group, older people tend to be less well-educated than the younger. Consequently, we should expect younger, less educated people to have the *most* favorable attitudes, while older, better educated people should have the *least* favorable attitudes.

4. Extent of Believability

Proceeding from general attitudes to specific recall of untruthful or misleading advertising, 30% of those interviewed claimed such exposure within recent months—34% of the men and 27% of the women. Thus, while only 17% of the adult public expressed unfavorable attitudes toward advertising, 30% could cite a specific instance in which an advertisement was false or misleading.

This would seem to indicate that although there is probably an inter-action between general attitudes and awareness of false advertising, everybody who specifically recalled something false or misleading does not dislike advertising generally. In other words, the transgressions of those advertisers who do resort to false or misleading advertising do not necessarily lead to public indictment of all advertising.

As we will see later, there is some element of confusion between taste and truth in advertising. That is, some portion of this negative group results from attitudes engendered by such other reactions as "irritation," the number of tv commercials, etc.

5. Believability by Education

As education increases, specific recall of false or misleading advertising also increases. Negative recall occurs more than twice as often among the college group as among those with only grade school education. It is more than likely that recall in general will increase with education, but it is also apparent that the more critical attitude of educated people about advertising in general is related to the recall of specific instances where it was thought to be false or misleading.

6. Believability by Age

Conversely, the recall of specific instances drops considerably as age increases.

Again, it is more than likely that recall, or memory in general, will decrease as age increases.

Thus, while over-all unfavorable attitudes toward advertising appear to increase among older people, specific recall of false or misleading advertising is substantially less.

I had suggested earlier that the overall negative attitudes of older people might stem more from such factors as "irritation," rather than falseness. To the degree that this is so, the question asked provides no opportunity to respond in terms other than "false or misleading."

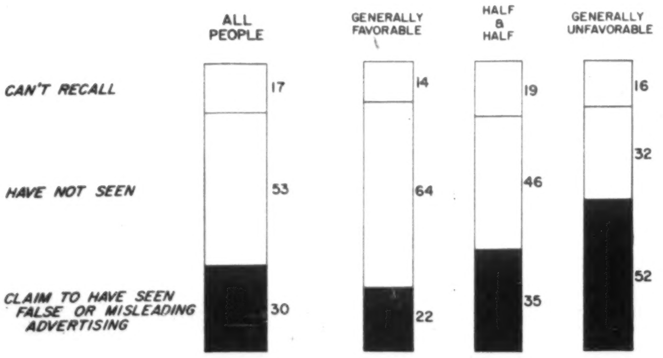
7. Extent of Believability

Here we see the relationship between generalized attitudes and specific recall. You will note, on the right hand side, that about half of the people with generally unfavorable attitudes toward advertising claimed to have seen false or misleading advertising in recent months. However, even among those with generally favorable attitudes, 22% made similar claims. Quite obviously negative recall *does not* originate exclusively with people having the less favorable attitudes.

7A. Attitudes Toward Advertising

Now, if we look at this chart turned the other way, we find an even more interest-

Extent of Believability



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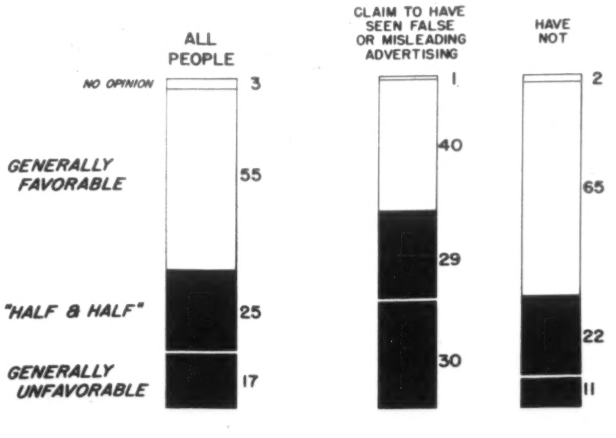
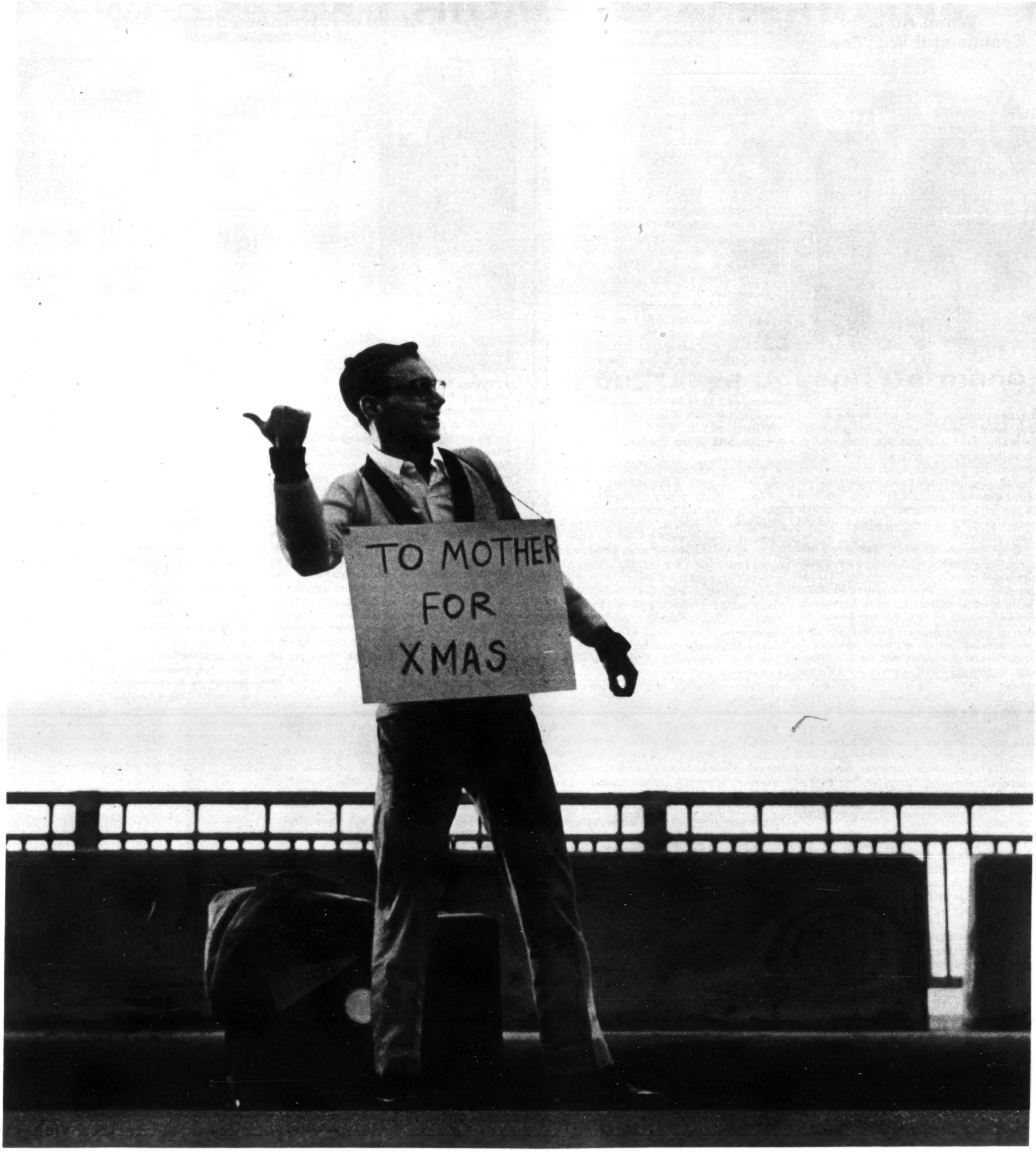
Attitudes Toward Advertising



7A



A strong simple selling idea...dramatically presented

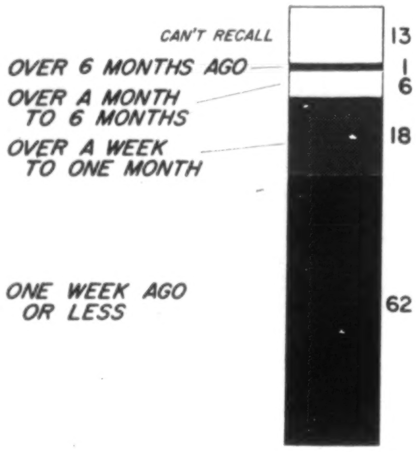
You can stop worrying about where we are going to get the great advertising ideas of tomorrow. They're going to come from young men like this one.

He already knows that in today's competitive hurly-burly, it's not enough to have a strong simple selling idea. You have to present that idea in a way that will make you heard above the roar of the passing traffic.

That's the principle we follow in the advertising for our clients. They, it so happens, are all leaders. That is neither cause nor effect. Just something to look into.

B&B
BENTON & BOWLES, INC.
New York, N.Y.

When Ad or Commercial Was Seen



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ing phenomenon. Even among the negative recall group, 40% have generally favorable attitudes *and less than one in three* have unfavorable attitudes toward advertising. It would seem obvious from this that people's attitudes toward advertising generally are not adversely effected to any very great degree by the violations perpetrated by individual advertisers. At least, not yet!

There can be no doubt that there is a strong relationship between general attitudes and specific recall. However, it is not precisely clear whether negative attitudes cause a more critical response to specific advertisements, or whether the accumulation of critical responses cause a generalized unfavorable or negative attitude. It would seem, of course, that the phenomenon is circular, with each fortifying the other.

8. When Ad Was Seen

Whatever the interpretation of the relationship between general attitudes and specific recall it is clear from Chart 8 that negative recall does not stem from long harbored memories. Sixty-two per cent of the recall was within the past week, and 80% occurred within the month preceding the interview.

9. Where False Advertising Seen

When we break down the 30% of the sample, which can recall an instance of false or misleading advertising, we see that (allowing for a few multiple responses) the large majority of instances are attributed to television.

In interpreting this, three factors must be considered simultaneously:

1. The extent to which television advertising actually is or is not more false or misleading than advertising in other media, and the response of consumers to it.

2. The power of television as a medium. The greater this power the more *any* response, whether favorable or unfavorable, would be dominating. Our question was directed only to an *unfavorable* response.

3. The extent to which the intrusiveness of television creates irritation, which, in turn produces responses which *allegedly* refer to "false or misleading," but which actually do not.

In short, this is not necessarily an indictment of television; nor does it necessarily give other media a clean bill of health.

10. Specific Negative Recall

Now let us further examine the 30% who said they could recall an instance of untruthful or misleading advertising. First, let us look at the composition of this 30%. Looking at the left side of the chart, you will see that 9% comes from the group with unfavorable general attitudes toward advertising, another 9% from those with mixed feelings, and 12% *from the group with generally favorable attitudes!* What this means, simply, is that this 30% is *not* made up entirely, or even primarily, of people who just don't like advertising. It means, as I have already said, that people are smart enough to identify deceptive advertising, and don't blame all advertisers for the acts of the charlatans.

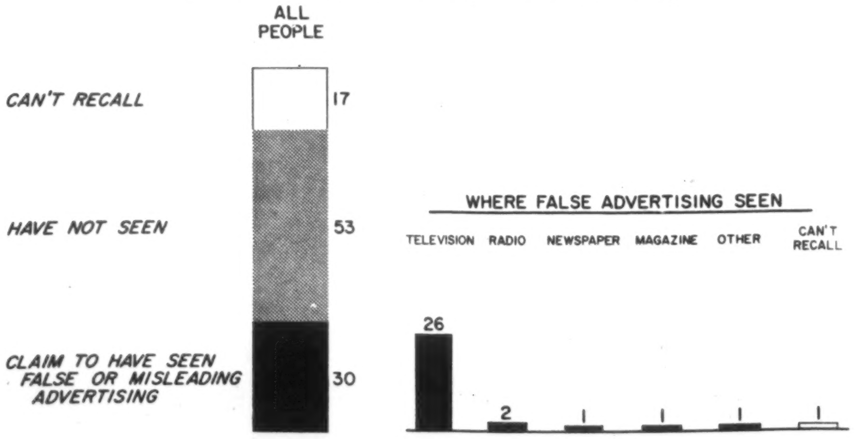
■ However, to continue, further questioning of this, 30% of the sample was aimed at recall of the product class, the brand, and what was said in the ad or commercial that was considered false or misleading. Most of these respondents could name the product class, but less than two-thirds of them could name the specific brand. Analysis of the specific answers to the question on what was said made it clear that some were actually referring to bad taste or irritation. (Remember, of course, we are concerned mainly with tv commercials now.) More important, however, we found that it was extremely difficult to separate statements that might be called untruthful from those that might be called unbelievable.

■ Such a breakdown necessarily involved some degree of subjectivity. However, the dark area remains the same, irrespective of the shade within it. As we classified the answers, about 6% of the respondents gave answers that indicated the product had actually failed to support advertising claims. Answers given by the other 14% indicated a simple lack of believability in the subject matter of the advertisement or commercial.

For example, a number of respondents referred to laundry soaps and detergents —sometimes generally, sometimes specific brands. Here are a few representative comments:

- They all claim to get your clothes whitest and cleanest. They can't all be best.
- Where the man asks the woman which pile is whitest. I think he has told her which to pick.
- Nothing can be whiter than white.
- Things have to be blue to photograph white on tv, so I don't believe the supermarket comparisons.

Extent of Advertising Believability



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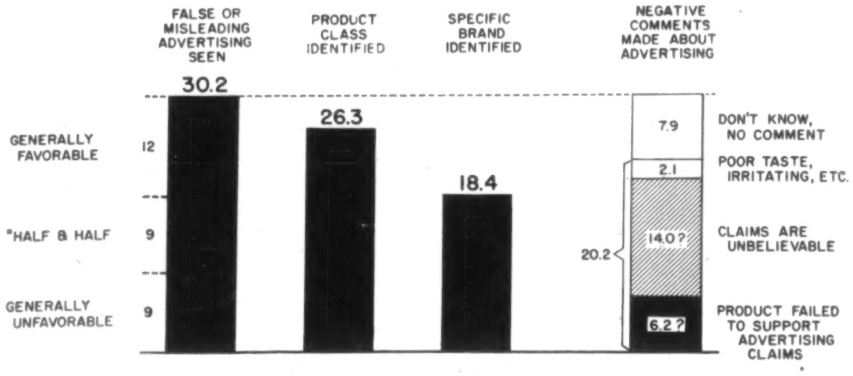
Extent of Advertising Believability
(Specific Negative Recall)



10

And, to point up the fact that alleged recall of false or misleading ads doesn't *necessarily* mean the advertising was ineffective, one woman (referring to hair curler) said: "They claim it helps curl your hair. I have used it for eighteen years and it hasn't curled my hair yet."

■ There was evidence that many honest advertising claims and visual presentations were considered untruthful because of the manner of presentation, or the appearance of the announcer on television, or his tone of voice. Thus, even greater responsibility is placed on advertising agencies to insure that legitimate claims and honest demonstrations are not presented in ways to make them *appear* unbelievable.

Ad Image Any Worse Than Politicians', Lawyers'?

At this point you might well ask, "What does all this mean?" Is the situation good or is it bad? I believe that the advertising industry is in reasonably good shape, at least with the public. When you consider that virtually all of the publicity of the past few years has been bad publicity, is it not surprising that only 17% of the adult population expressed unfavorable attitudes? Do you really expect unfavorable attitudes ever to be completely eliminated? Any group, or any idea, or any medium which is in contact with masses of people will never be loved by all.

There is no reason to expect that the medical profession would fare any better than you have, or the legal profession, or teachers—or for that matter, even politicians. As a matter of fact, if we were to ask people about their attitudes toward politicians (not just the Presidential candidates, but *all* politicians, as we have asked about *all* advertising) you would probably stack up pretty well.

■ So, we have a situation where a relatively tiny group of "opinion leaders" have had their views—in the main, *unfavorable* toward advertising, widely-and-frequently disseminated. This has resulted in a large portion of the advertising profession believing that the public image of advertising has dropped to the depths. It has caused the trade press to state that "all efforts to correct the unfavorable picture of advertising have failed."

Yet with all this we still find only 17% whose attitudes are unfavorable. Recall that even in that group which is most opposed to advertising—those who have done post-graduate work after college graduation—*only one in three is unfavorably disposed toward advertising.*

This does not mean that the advertising industry can relax. It means only that people generally—the consumers to whom advertising is directed—have not been rallied to a massive hostility. Remember that we are talking about *public* opinion —you are still faced with the apparently formidable opposition of the opinion leaders and government agencies.

■ Remember, also, that 30% of all adult men and women recalled an instance of (*alleged*) false or misleading advertising. Because this survey was geared to negative response, negative recall—in response to our questions—goes far beyond the question of "truth."

Only relatively infrequently did respondents indicate outrage at having been hoodwinked or deceived. More often we found a situation in which *irritation* with some advertising and advertising practices, and *lack of believability* in some advertising and advertising practices, were expressed in the only available way—by claiming to have seen false or misleading advertising.

The suggestion here is that if a more definitive study were to be made, it should make an effort to separate questions of taste, irritation and believability from the question of deception.

■ Although this survey has shown that public attitudes toward advertising generally—*at the present time*—are not alarmingly bad, as might have been expected, we have no yardstick with which to measure present attitudes against those of last year, and the year before.

We do know, however, that public attitudes will probably grow worse unless many of the violations and questionable practices are eliminated. Displeasure with individual ads and certain types of advertising—coupled with the torrent of unfavorable publicity—cannot help but result, over a period of time, in disillusionment with all advertising, or distrust of all advertising.

It would certainly be a mistake to assume that unfavorable public attitudes are *wholly* caused by bad reaction to individual advertisements—whether on grounds of "truth," or on grounds of taste, irritation or believability. There are other stimuli—news stories, articles, even fiction about advertising and its practitioners. These certainly have some effect.

However, you do have the means to counter some of the bad reaction to individual ads—by acting against the fringe of charlatans and other transgressors. The mechanisms of industry—the Four A's, the ANA, Better Business Bureau, competitors, and so on—are at least potentially well enough equipped to detect dishonest and deceptive advertising before public opinion can consolidate.

Unbelievable 'Truths' Hurt More Than Believable 'Untruths'

There is another problem that does not so readily lend itself to controls. It is

Who reads CHICAGO'S AMERICAN?

James E. Day, President of the Midwest Stock Exchange, also serves as a director of the Association of Commerce and Industry, the Economics Club, the Joint Appeal Board and as a Trustee of the Illinois Institute of Technology.

"I do," says James Day

"One of the reasons I read CHICAGO'S AMERICAN regularly is to get a quick and comprehensive grasp of the day's financial news. I like to read opinions about the stock market and individual securities columnists Hal Thompson and Sam Shulsky always provide interesting reading. My daily investment of 7¢ yields a good return."

James E. Day

Joseph Germano rose through the ranks from a mill hand to District Director, District 31, United Steelworkers of America, AFL-CIO.

THIS
ON
United Stee
LOCA

"I do," says Joseph Germano

" . . . and so do many of our union members, such as Harry Dublin and James Morris. As a union official, I check all newspapers to study their reporting of labor activities.

"I find that the reports in CHICAGO'S AMERICAN are fair, clear and friendly. I don't always agree with the editorial views of the AMERICAN but I respect its integrity. I can trust the AMERICAN'S labor editor, Marty O'Connor, not to misrepresent our side. Marty gets behind the news to discuss human values involved, too."

Joseph Germano

George Halas, owner and head coach of the Chicago Bears, is pictured diagraming an offensive maneuver to outstanding backfield men Willie Galimore and Rick Casares.

"I do," says George Halas

' . . . and so do Willie Galimore, Rick Casares and the rest of our players and coaches. We like the AMERICAN'S sport pages because they are lively and interesting . . . loaded with inside angles the average fan wants to read about.

"Sports Editor Leo Fischer and his staff know sports. Reading their write-ups of any sports event makes you feel you've been there—sharing every exciting play.

"Knowing fine writers like Warren Brown, Bill Gleason, Wendell Smith, Jim Enright, Bob Glass, Tommy Kouzmanoff and the rest, it's no surprise to us that the whole CHICAGO'S AMERICAN is a bang-up newspaper."

Geo Halas

Influential Chicagoans tell *why* they read Chicago's American, and their reasons illustrate the significant physical and creative differences between Chicago newspapers . . . bear testimony to the ability of Chicago's American to *attract, influence* and *move-to-action* hundreds of thousands of Chicagoland families.

"exciting pictures", "pages sparkling with color" attract readers — "entertaining columns", "informative features" develop loyal readers — "forthright and outspoken comment", by Chicago's most stimulating writers, builds reader confidence — "comprehensive, alert handling of the news", "on-the-scene stories" stimulate intensive readership of every page every day . . . *the ideal climate in which to do business.*

CHICAGO'S AMERICAN

entirely possible that advertising is hurt more by its unbelievable "truths" than by its believable "untruths"! Detailed examination of respondents' replies to our questions indicated that the central problem you face with the public may be less one of honesty—which is a moral problem—than one of believability. And believability would seem to be more a problem of craft.

The problems of craft—particularly as they pertain to the production of believable advertisements or commercials—are probably no more susceptible of industry-wide solution by advertising people than they are by doctors, lawyers, engineers, or market researchers.

However, to the degree that unbelievability means inefficient selling, then most of you will agree that research techniques are generally available to prevent the fact of unbelievability from taking the individual advertiser by surprise.

The Four A's and other industry groups have already taken some action to remedy the acknowledged ills. The joint sponsorship of the Interchange of Opinion on Objectionable Advertising is another step in the right direction.

However, I have sometimes felt that there has been more talking than action. This, of course, provides additional ammunition for your opponents, who are given an opportunity to charge the industry with dragging its feet.

I recently stumbled upon a statement once made by Ralph Waldo Emerson, and I will close by quoting it. Emerson said: *"What you are thunders so loud I cannot hear what you say."* #

Salesense in Advertising . . .

Media Fundamentals

By James D. Woolf
Creative Consultant

A new business, about to undertake its first advertising campaign, writes me that it is confused about media. What vehicles of communication—newspapers, radio, television, consumer magazines, trade journals, outdoor bulletins and posters, direct mail letters and posters, handbills, and giveaway novelties such as book matches, calendars, blotters, pencils and an endless variety of gimmicks—should be used to carry its message?

James D. Woolf

Depending on the problem and objective, each of these vehicles has a useful purpose. Each of these vehicles under favorable circumstances can contribute to your sales growth. But each has its limitations and in many situations has no place in your advertising program.

■ Everything hinges, I wrote my correspondent, on what your advertising must accomplish to achieve your objective. You should make a thorough analysis of your selling problem before you even begin to think about media.

The nature of the merchandise (or service) you have for sale has a great bearing on the question. In many cases only a certain class of people can be said to constitute your market. The average price level of your product has a bearing, too, in your selection of media. If you cater to the "carriage trade," you'll be careful not to overspend in mass media. If your product is sold only in high-class specialty shops, mass media are probably not for you. Your sole aim is to reach people who are likely to buy your kind of product.

Now let us take a look at the various types of media and consider some of the facts you should keep in mind when you make up your advertising schedule.

■ **Newspapers:** It sometimes happens that there are a "carriage trade" newspaper and a "mass" newspaper in the same town or city, and you should have no trouble in deciding which will do the better job for you. Frequently, also, there are a morning newspaper and an evening one, and if you use only one you should weigh the choice carefully. Not always, but very often, the evening paper is the favorite of the housewife. In large metropolitan areas, where men spend up to an hour being transported to their jobs, the morning paper has a large male following. In small cities and towns men are likely to give more time to the evening paper. Study newspapers carefully and demand detailed data from their publishers.

Magazines: National magazines are indicated when your product is available nationally. One of their great advantages is that they are *selective*; there are magazines for homemakers, magazines for teen agers, magazines for outdoor men, travel magazines, fashion magazines, quality magazines with huge readership, religious magazines, magazines for amateur mechanics, etc. Magazines are well printed and offer the advantage of full color.

■ **Radio and Television:** Both radio and television are mass media. It is true that certain "high-brow" programs appeal to limited "quality" audiences, but as a rule *everybody* listens to radio and watches television—everybody from almost the lowliest factory worker to the chairman of the board. Hence it is that if your product appeals only to a limited quality market, broadcasting may be too expensive, dollar per dollar, per prospect reached.

Radio is by no means the perfect medium in every situation. Radio, which communicates with the prospect through the ear, has no power to portray to the listener the *appearance* of the product. If your merchandise must be seen, at least pictorially, to be appreciated (women's hats and dresses, for example), radio probably should not be used. Pictures sell merchandise, as Sears and Ward's have proved so completely with their catalogs.

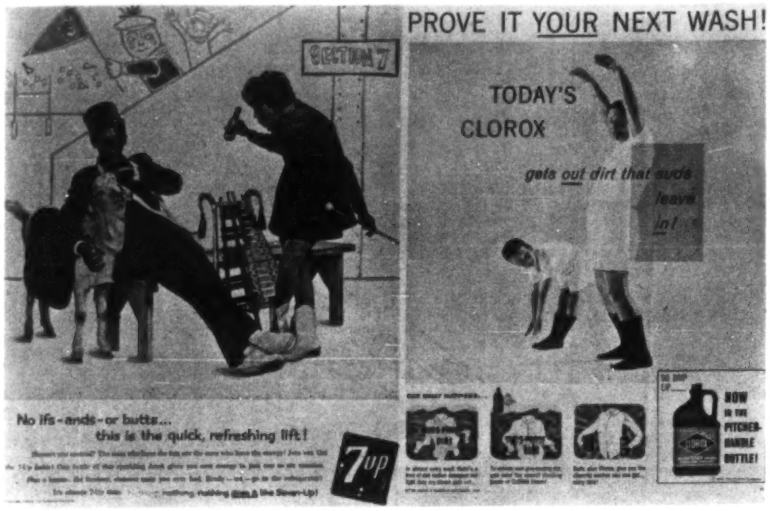
■ **Outdoor Media:** Outdoor painted bulletins and lithographed posters, and all sorts of outdoor signs along the roadside, are strictly mass media. If you have a selective selling job to do—if your product appeals to a limited few—outdoor media are of doubtful value. It should be kept in mind, I think, that outdoor posters are essentially "remindership" media. At most they permit five or ten words of copy, and for this reason they cannot always tell an effective story.

I cannot emphasize too strongly the necessity of forming in your own mind a clear understanding of your objective. You must understand exactly what sort of people you want to reach and what it is you expect your advertising to accomplish.

What I have said in this article is well understood by experienced advertisers. But it is astonishing how many letters I receive from inexperienced advertisers seeking advice on media problems. #

The Creative Man's Corner . . .

Counterfeit Realism



SECTION 7
No ifs-ands-or butts...
this is the quick, refreshing lift!
7up
PROVE IT YOUR NEXT WASH!
TODAY'S
CLOROX
gets out dirt that suds leave in!
NOW IN THE PITCHER-HANDLE BOTTLE!

Few areas of communications protest as loudly and vehemently about achieving identity with the reader as advertising. Yet, when those who create it go about portraying what they hope will be considered recognizable, average human situations, they somehow wind up with the most stilted, unreal, outlandish situations imaginable.

Why?

Is it because advertising essentially attracts those who cannot earn a living in the more legitimate arts? Yet advertising pays so much better than fiction or poetry or painting. On this score alone it should somehow attract to itself the most skilled of communicators, simply because it enables them to eat better than they otherwise might be able to.

Or is the artificiality of advertising illustration and writing due chiefly to the fact that those who create advertising lack the challenge of the artist creating (he hopes) for posterity? Is it because the business tycoon whose approval they must obtain imposes standards far below those that posterity imposes?

Someone recently has said that advertising should not attempt to be other than commercial, since its end purpose is commercial. But if only because its end purpose *is* commercial, shouldn't it try to be as realistic and effective as possible? Why allow a false note to turn to counterfeit the currency of its communication? #

Tips for the Production Man . . .

Mony a Mickle

By Kenneth B. Butler

"Mony a mickle makes a muckle . . ." saith the Scotchman, and let us hope these items of miscellany are tuned in on your wavelength.

The *first* is an observation on typography. The current popularity (layoutwise) is of extremely tall, narrow columns of display and semi-display size types—delivering a message which tradition previously clothed in *wide* copy blocks. These tall perpendiculars have attention-compelling value if for no other reason than their novelty. In connection with this it is quite natural that display type family selections of a high character count seem to predominate—more or less a necessity. And what type family seems to predominate? No less than our old, old friend Cheltenham Condensed. The use of this durable old face is a positive rage right now, especially the Condensed and Extra Condensed. The Cheltenham Open is also being frequently used, for variety.

The slim-jim format is worth a try.

Our *second* mickle is to call your attention to one of the most deftly prepared "how-to-do-it" free booklets we have seen in a long, long time. It is entitled "How to Prepare Artwork for Letterpress and for Lithography." It is beautifully illustrated and it is the latest in a long line of helpful booklets that have been issued by Kimberly-Clark Corp., paper manufacturer, Neenah, Wis. The letterpress section is by Eugene M. Ettenberg; the lithography presentation by Ralph Eckerstrom.

Third: Warwick Typographers, St. Lou-

DAY CARE CENTER
HANDICAPPED
CHILDREN

What did the SKILLionaire do with the millionaire's house?

The SKILLionaire (the skilled worker in Rochester, N.Y.) bought it, remodeled it, refurnished it, even gave it a special name.

He gave it more life and laughter, more music and art, more adventure and purpose than most other homes could possibly have ever known.

He made it the Day Care Center for Handicapped Children, an agency of the Community Chest.

It was made possible because the SKILLionaire gives his heart—and more—to the Community Chest. In fact, the city of the SKILLionaires has the highest per-capita donation to the Community Chest of any major metropolitan area in the United States.

He originates, as well as supports, his charities. The first two chapters of the American Red Cross were organized here.

He's just as generous with himself and his family as he is with others. His household has an average annual spendable income of $7,172, and he likes to buy products and services.

We know the SKILLionaire pretty well—almost every family in metropolitan Rochester buys and reads one or both of our newspapers. May we tell you more about him and his market?

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE, Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco.

is, makes the interesting observation that Fotoset (film composition) is ideal for confidential and classified work because copy is set on film or paper and there are no forms of type left standing around. They point out that all source documents, original positives, negatives and prints on such confidential work are returned to the customer, thus insuring restricted handling.

And *fourth:* We've written numerous columns about the creative possibilities of the die-cut printed piece. A current mailing piece on the desk before us reminds us that we've skipped one elemental but seldom-used device—the die-cut flap. A three-sided die cut with a scored fourth side opens up a slightly ajar door which readers find difficult to pass up without taking a peek—and sure enough, underneath is an important printed message! #

Wall Signs, etc., Department

Speaking of grave matters, as we were in this column, the Jack Sterling Show the other morning mentioned a dandy undertaker's slogan. The undertaker used it running for coroner somewhere out West this fall:

"I'm the last man to let you down"

Better yet was the sign Jack mentioned having seen in the window of a little tailor shop somewhere in New York:

"M. Goldstein
Last of the Big-Time Menders"

Free Ad Translation Service

Well, we've had a big old time, we can tell you, figuring out the possible implications of the Ford, Mercury, and Continental advertisements we've been seeing lately.

■ "The one '61 car built to back up a long-term warranty," read the Ford headline. "A warranty for *two full years or 24,000 miles . . .*" read the Continental headline. "Your Mercury dealer has extended his warranty to 1 year or 12,000 miles," read the Mercury copy. (All ads, incidentally, appeared the same day. Meanwhile, of course, we'd heard about a number of other automobile makes with one-year warranties.)

Reaching for our Detroitese dictionary and dusting off our text in Cryptography III, we turned on our trusty IBM 7060, and here are a few of the possible interpretations of these contradictory statements that came out . . . none of them very satisfying interpretations somehow.

a. The other cars are not built to back up their long-term warranties—only Ford is.

b. The others aren't '61 cars.

c. The others' one-year warranties aren't long-term; only Ford's one-year warranty is.

d. Ford didn't know the others were built to back up their warranties.

e. Ford didn't know the others *had* long-term warranties.

f. Ford didn't know the other cars were '61 cars.

g. Ford knew that the other cars were putting out '61 models and had a one or two year warranty but didn't know that in the other cars' cases that could really be considered a *long-term* warranty.

h. Ford didn't know that its *prospects* knew that the other cars were etc., etc., etc.

i. The advertisement was a sneaky trick; it was *really* placed by Chevrolet and was run just to confuse and irritate Ford's prospects.

j. There was a big typographical error in Ford's headline; it should have read: "*One of* the '61 cars built to back up a long-term warranty" or "One of the '61 Ford-Family-of-Fine-Cars cars built to etc.," or like that.

k. There was a small typographical error in Ford's headline; it should have read: "The one *'60* car built to back up a long-term warranty," and a confused makeup man ran it one year too late.

l. The whole ad was a typographical error.

As we say, none of these possibilities is a satisfying explanation. The right answer must be deeper, more complex, more like a basket of eels. What do *you* suppose it is? #

The Peeled Eye Department . . .

Here's a Man Who Got Ahead Without the 'Wall Street Journal'

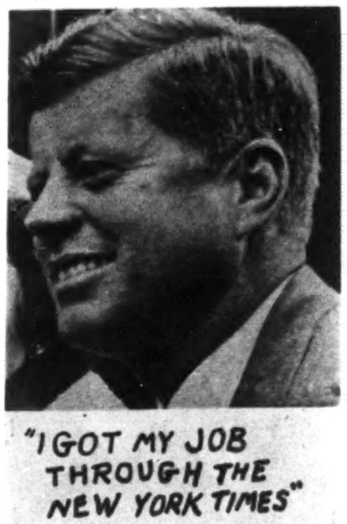
By Dick Neff

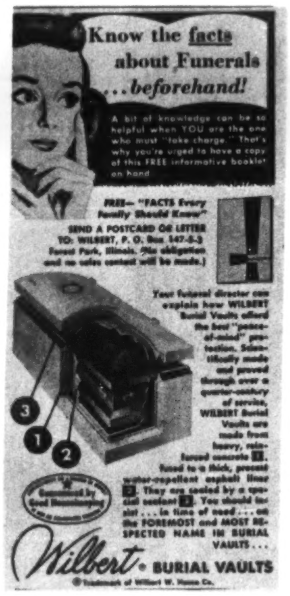
Never Consulted the Yellow Pages, Either!

Dick Neff

Probably very few readers outside New York are familiar with the *Times'* advertising which reads: "I got my job through the *New York Times.*"

So for the benefit of the many readers in and outside New York who know that the *Times* supported Kennedy for President, we bring you the charming sentiment, shown here, by Mel Richman of Compton Advertising.


"I GOT MY JOB THROUGH THE NEW YORK TIMES"



Know the facts about Funerals . . . beforehand!

A bit of knowledge can be so helpful when YOU are the one who must "take charge." That's why you're urged to have a copy of this FREE informative booklet on hand.

FREE— "FACTS Every Family Should Know"

SEND A POSTCARD OR LETTER TO: WILBERT, P. O. Box 147-S-3 Forest Park, Illinois. (No obligation and no sales contact will be made.)

Your funeral director can explain how WILBERT Burial Vaults afford the best "peace-of-mind" protection. Scientifically made and proved through over a quarter-century of service, WILBERT Burial Vaults are made from heavy, reinforced concrete 1, fused to a thick, precast water-repellent asphalt liner 2. They are sealed by a special sealant 3. You should insist . . . in time of need . . . on the FOREMOST and MOST RESPECTED NAME IN BURIAL VAULTS . . .

Wilbert • BURIAL VAULTS

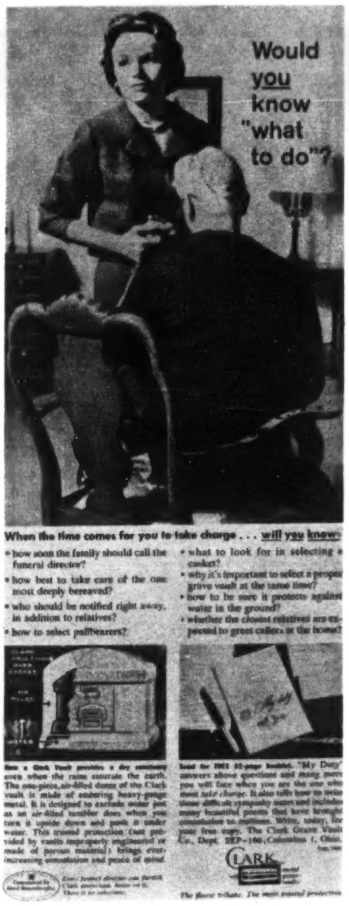
®Trademark of Wilbert W. Haase Co.

Your Money Back If Not Delighted

We felt slightly moist in the eyes—in fact *all over*—when we read this letter from Edward J. Gormley, of Young & Rubicam, regarding the two burial vault ads shown here:

"Once is too much—but twice—ugh! If the admen . . . responsible for using the *Good Housekeeping* seal in the enclosed Clark and Wilbert burial vault ads (*The Saturday Evening Post*, Oct. 16) were really on their toes, they would have found enough room in the layouts for a *Parents' Magazine* commendation as well.

"A charitable attitude would be to assume that *no one* took the time or trouble to read the fine print on the seal . . ."



Would you know "what to do"?

When the time comes for you to take charge . . . will you know:

- how soon the family should call the funeral director?
- how best to take care of the one most deeply bereaved?
- who should be notified right away, in addition to relatives?
- how to select pallbearers?
- what to look for in selecting a casket?
- why it's important to select a proper grave vault at the same time?
- how to be sure it protects against water in the ground?
- whether the closest relatives are expected to greet callers at the home?

The Wilbert copy refers to "a thick, precast water-repellent asphalt liner." The Clark copy tells how the Clark vault "protects against water in the ground" and says: "The one-piece, air-filled dome of the Clark vault is made of enduring heavy-gauge metal. It is designed to exclude water just as an air-filled tumbler does when you turn it upside down and push it under water."

The "fine print on the seal" that Mr. Gormley refers to reads, as you are doubtless aware: "REPLACEMENT OR REFUND OF MONEY GUARANTEED BY *GOOD HOUSEKEEPING* IF NOT AS ADVERTISED THEREIN."

Employe Communications . . .

Spot News for Monthly Publications

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The average American company, with any form of communications program at all, publishes some sort of magazine or newspaper for its employes. Although many are produced, unfortunately, on a hit-or-miss basis, the majority are issued monthly. There are some quarterlies, and a scattering of weeklies and semi-monthlies.

It is patently difficult, if not impossible, for a communications department to achieve any sort of timeliness in the pages of a printed monthly publication. After all, it takes time to write the stuff, more time to get it approved, and still more time to get it through production and into the hands of the employes. Most companies recognize that they don't publish "news"; that they must depend on faster and less involved media of communication in order to achieve speed.

■ However, several companies around the country have begun to use a newsletter type of insert, reproduced in typewriter type, pounded out at the last minute and either bound into the centerfold or used as a "wraparound." Most of these are four pages and, because they can be produced in a hurry, it is quite possible to achieve a real sense of timeliness. Wm. S. Merrell Co. in Cincinnati, for example, inserts a processed signature—usually eight pages—in the centerfold of the employe magazine; because it is done at the last minute and inserted in the bindery at the last minute, the news angle remains quite fresh. General Foods Corp. binds its news highlights section into the magazine so that it appears in front of Page 1 and following Page 24. Seagram has been using the technique for some years in its "Spotlight"—this is a marketing publication and the copy is slanted toward the sales personnel, with plenty of last-minute news breaks.

■ In the normal processes of communicating with employes, companies tend to get fast-breaking news to employes through public address systems, through word-of-mouth via supervision, use of plant and office bulletin boards, and by special letter or newsletter to the homes. The news insert for employe publications can't be as timely, in the main, as these other methods, but it does have a distinct advantage over all but the last of them: The printed message gets into the home, when it is inserted in the employe publication, so that the whole family can see it. If the news is conveyed by p.a. system, through supervision, or by bulletin boards, the company must take the chance that the word will be relayed to the family. Maybe it isn't essential that the family hear it; possibly it's just an announcement of plant-level interest. On the other hand, maybe it isn't—maybe it's something the entire family *should* hear.

The news insert method isn't at all expensive. It would be possible for a company with conventional duplicating equipment to turn out whatever inserts might be required, have them delivered at the printer's to coincide with the binding operation, and thereby be able to present today's news as early as tomorrow.

It isn't impossible that, with some of the unrest anticipated for the labor-management scene in the next few years, a fast, dependable news technique of employe communication might come in very handy.

Who will make or break the sale?

These are key men in a manufacturing plant . . . members of its "manufacturing operations committee." They work *together* to help manage the plant. They must, because their interests and their responsibilities interlock.

When they buy, which they must, it is rare that anybody can predict just who among them will make or break his sale.

It therefore makes sense to advertise to as many of your *possible* buying influences as you can, as often as you can.

When you are selling to manufacturing plants, this means advertise in FACTORY . . . because FACTORY reaches more of the men who manage plant operations, *at lower cost*, than any other businesspaper.

Note: Photograph taken of actual committee in session at the Arma Division plant of American Bosch Arma Corporation, Garden City, N. Y. Present are Works Manager, Factory Manager, Staff Assistant to the Works Manager, and the Managers of Product Services, Plant Engineering, Tools and Process, Production Control, and Test Department. By Leonard Kamsler.

FACTORY

McGRAW-HILL PUBLISHING COMPANY, 330 WEST 42nd STREET, NEW YORK 36.

Learning from the Retail Ads . . .

The Delightful, Imaginative Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

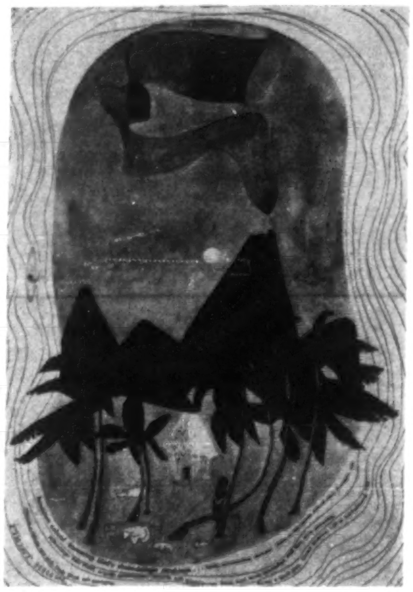
In small reproduction, this handsome and appealing ad may not look like much, but it is that rare thing—an imaginative retail ad.

The drawing is lovely, the concept delightful. The large grey area is an island, and the thin lines all around it represent the sea. Note the canoe or kayak at the left.

As is so often the case when an artist does something imaginative, however, there is not sufficient cross-breeding with principles of persuasion to buy the utmost in sales influence.

Without doing violence to the fine art work, the signature could have been placed to register with far more newspaper readers. The copy could have rendered more service, and put across the story of colored hose more certainly and forthrightly.

The story *may* be extracted, but for women *not* in a hurry.



This is from San Antonio, Tex. But it is good enough for any store or any city in the United States. #

On the Merchandising Front . . .

Price-Maintained Brands in Discount Outlets

By E. B. Weiss

In merchandising—as in politics—there is a very human tendency to evaluate situations by presumably convenient labels. Thus, in merchandising an automatic reflex action is generally involved when one thinks of the discount outlet, to wit: the discount outlet cuts prices; we don't want our prices cut; we won't distribute through discount outlets.

E. B. Weiss

Actually, it never was quite possible to determine what really is, and is not, a discount outlet. Every major retailer started as a discount type of operation, as I have been remarking for years. And today, we find variety-chain store managers instructed to meet the prices of low-margin outlets—item for item. We find department stores operating such departments as appliances and electric housewares priced competitively with low-margin outlets—and we also find department stores opening separate low-margin outlets. We find a food super chain like Grand Union specifically calling its big Grandway units "discount" stores. So who *are* the discounters?

But putting aside semantics, and confining ourselves both to the older discount chains like the Korvette and Masters type, and to the newer discount chains as the "mill" and "closed-door" types (the latter two are unquestionably the fastest growing types of retailing in the nation), we find that, in all of these outlets, some brands are merchandised on a price-maintained basis.

As an example, on a tv line that is price maintained, a check of a discount chain carrying the brand shows that, as far as a casual shopping trip can determine, the listed prices are maintained scrupulously. Only when proof is produced of a lower price at a competitor will this discount outlet cut prices on that brand.

■ Not only do the discount chains carry some price-fixed lines—but, if anything, the number of these lines carried by the discount chains will increase. Already this has begun to happen among the older discount chains. The explanation is simple: the total operating costs of the older discount chains are rising and they need the net profit available in some of the price-fixed lines. In the newer types of discount chains, there is a need for "front," and some brands that are price-controlled therefore are inventoried for this reason, as well as to sweeten up the net profit ratio.

It appears to me that throughout merchandising history, manufacturers have tended *initially* to take the presumably "safer" road when it came to offering an established brand to a new and vigorous retail form. For example, the mail order houses had to fight, and fight hard, to get many well-known brands at the turn of the century. Similarly, when Frank Woolworth started his variety chain, he was unable totally to get certain known brands for years. And each time Woolworth went into a new merchandise classification in which known brands were strong, it went through precisely the same battle—cosmetics would be a typical example.

The independent druggist fought tooth and nail to keep known brands out of the so-called "pineboards" opened by the early drug chains. And the traditional food outlets threatened boycott and mayhem to suppliers of known brands who even thought of supplying the early food supers.

More recently, when the discount chains leaped into prominence late in the 1940s, the same sequence of events took place in their initial categories—hard goods. The opposition of established appliance outlets to distribution of known brands through the early discount chains compelled these chains to turn to mass shippers and a multitude of other devices in order to obtain the brands they wanted. They usually got what they wanted, by the way.

■ Most recently, manufacturers of both hard and soft goods, as well as drugs, foods, cosmetics, toys, etc., have been warned by established retailers (including many former discounters who now take traditional margins) not to sell to and through the "mill" chains and the "closed-door" chains. (The latter are mushrooming out in the West and Southwest. They sell memberships to segments of the population, which is where the name "closed door" originated.) There is every reason to expect that, in due time, these two dynamic outlets will get most of the brands they want in most merchandise classifications.

It is entirely probable that, within just two or three years, the mill chains and the closed-door discount chains will be turning in a combined annual volume of between $2 and $3 billion. That sort of turnover cannot be ignored by many manufacturers.

■ Some manufacturers, who want to maintain prices, will find eventually that there is an opportunity to merchandise through these new outlets on a controlled price basis. Other manufacturers will find that there are many ways of playing on both sides of the street simultaneously, including making special numbers, special packages, special designs, special price lines, for the new outlets. Still other manufacturers will edge into the new outlets cautiously; one territory at a time; with limited lines, etc. And, finally, many manufacturers will take steps that "will make it easier" for the new outlets to get these brands, without ostensibly departing from policies that presumably outlaw these outlets.

The closed-door discount chain is a fascinating development. It will eventually provoke more radical changes in mass retailing than any other recent retail innovation. These are the reasons:

■ **1.** The closed-door discount chain usually gets from 50,000 to 100,000 area families to pay $2 or $3, usually per year, for membership. When one such store has 100,000 cardholders it has a shopulation of perhaps 300,000! That also gives the operator an average in total membership dues of perhaps $100,000 in cash flow—a mighty important factor in the money-management aspect of mass retailing, which happens to be a most vital element in modern mass retailing.

2. The closed-door discount chain usually leases from 50% to 100% of its departments. In its total store inventory investment it is, therefore, fantastically unusual for the concessionaire to pay for a year's lease from three months to a full year in advance, again a substantial contribution to the operator's working capital. This is one of the explanations for the ability of these chains to open one new store after another. Also, with leased departments the store owner has few loss departments.

3. The closed-door discount chain has a low advertising cost—its advertising is usually direct mail to its paying members.

4. All other costs of the closed-door operation are remarkably low; these outlets definitely can sell on a 22% to 24% margin and throw off a remarkable net return on investment—the true measuring rod of retail performance.

5. Customer loyalty—a rare thing these days—is extremely high; obviously, the membership fees, plus the total image of the store, conspire to this end.

6. The average ticket is much higher than in most other stores with a similar inventory—one reason is store hours which are from 9 a.m. to 9 p.m., and frequently include Sunday openings (on Sunday these outlets will account for from 20 to 30% of the week's volume).

■ I could go on—but I think this list of competitive advantages inherent in the closed-door concept suggests that this outlet will achieve a great volume. Manufacturers who move toward this new outlet timidly in some instances will lose a competitive lap. Much the same applies to the "mill" chain.

This does not suggest that *all* brands should be made available to *all* of the new discount outlets. But it does suggest—and certainly merchandising history bears this out—that *where the public wants to shop* is where *many* manufacturers will find it advisable to make their brands available.

Right now, with the mill chains from the East spreading to the West, and with the closed-door discount chains from the West spreading to the East, there is no doubt that traditional retailing eventually will find itself enveloped in a new-type of competitive pincers. This may mean, in a number of classifications, that the greatest potential for *true dynamic growth* for suppliers will come from the new outlets—just as, over the last 50 years, the greatest dynamic growth potential came from each new major retail development.

One more point—the mill chains and the closed-door chains are tending to finance food departments (usually leased) in such a way that these food departments undersell traditional food supers, and by a fairly wide margin. Food produces traffic—food produces more traffic than all retail promotions combined. So this is a potent weapon in their competitive armor. Also, this development promises to play hob with some segments of the food processing industry, from the distribution standpoint.

All of which sums up as one more example of the dynamics of a competitive society at work. #

What They Were Saying 25 Years Ago . . .

John A. Kotal, secretary of the National Assn. of Retail Meat Dealers, in a statement on the current meat shortage (AA, Oct. 28, 1935):

"If pork supplies ever get normal again, the retailer is going to have his hands full trying to get consumers to buy pork even at lower prices, because they have learned to like other foods."

Douglas McPhee, marketing consultant, addressing the Pacific Coast division of the Four A's at a meeting in Del Monte, Cal. (AA, Nov. 4, 1935):

"We refer, in our larger moments, to the advertising 'profession.' But how many actually have the courage to insist on the prerogatives of the professional man? We need the courage to turn down business—the courage to be professional men and accept the responsibility that goes with professional status. More than all, we need to stop talking about being professional unless we have that courage."

A. C. Whiteside, president of Dun & Bradstreet, in a talk to Associated Business Papers in New York (AA, Dec. 9, 1935);

"Twenty-five or 30 years ago volitional buying, consisting of the purchases of those goods and services not essential to the maintenance of life and health, amounted to about 15% of all buying. Now volitional buying constitutes some 35% of the total."

Coming Conventions

Dec. 13. Assn. of National Advertisers workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17, 1961. National Sales Executives, annual convention, San Francisco.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14, 1961. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Yule Cake Promotion Set

Two General Foods products, Swans Down cake mixes and Baker's Angel Flake coconut, have combined with Kaiser aluminum and Foremost ice cream in a four-way promotion of a Big Mr. Snow Christmas cake, advertised with five color pages in *McCall's*, in December and on ABC Television. Young & Rubicam is handling the General Foods and Kaiser portion; Batten, Barton, Durstine & Osborn is the Foremost agency.

Scarr to 'Elks Magazine'

Theodore I. Scarr, formerly in charge of promotional activities at United Business Publications, New York, has been appointed promotion director of *Elks Magazine*, New York.

Murphy Joins Filmaster

John Murphy, previously vp of tv-radio production of Kenyon & Eckhardt, has been appointed executive producer of the commercial and industrial divisions in the New York office of Filmaster, film producer.

Colgate Revamps Kan-Kil Line

Colgate-Palmolive Co., New York, has revamped its Kan-Kil insecticide line with improved formulas, packaging changes and lowered list prices on two insecticides. This follows a move earlier this year, shifting Kan-Kil distribution from the company to food brokers. A new campaign will break in May, utilizing television and 300- and 400-line newspaper ads in major newspapers. Street & Finney, New York, is the agency.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

The CLIPPER Creative ART SERVICE

Give it a *Chance!*

Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.

$1.00 to cover mailing cost brings you Free

—The Complete Current Issue

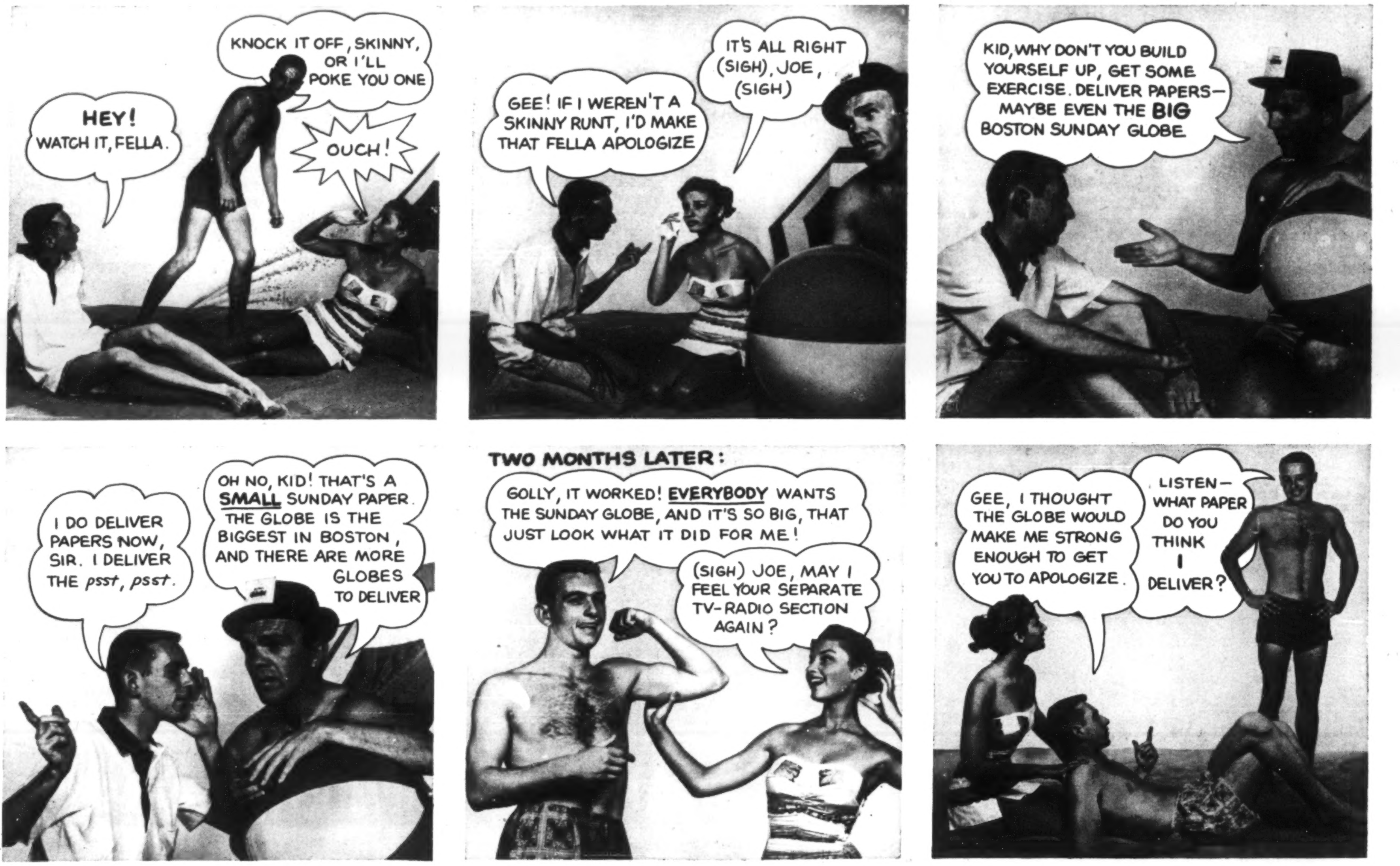
This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.

Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.

Attach one dollar to letterhead and mail today to

MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Boston Globe turns 96-page weakling into Boston Strong Boy


KNOCK IT OFF, SKINNY, OR I'LL POKE YOU ONE
HEY! WATCH IT, FELLA.
OUCH!
IT'S ALL RIGHT (SIGH), JOE, (SIGH)
GEE! IF I WEREN'T A SKINNY RUNT, I'D MAKE THAT FELLA APOLOGIZE
KID, WHY DON'T YOU BUILD YOURSELF UP, GET SOME EXERCISE. DELIVER PAPERS— MAYBE EVEN THE BIG BOSTON SUNDAY GLOBE
I DO DELIVER PAPERS NOW, SIR. I DELIVER THE psst, psst.
OH NO, KID! THAT'S A SMALL SUNDAY PAPER. THE GLOBE IS THE BIGGEST IN BOSTON, AND THERE ARE MORE GLOBES TO DELIVER
TWO MONTHS LATER:
GOLLY, IT WORKED! EVERYBODY WANTS THE SUNDAY GLOBE, AND IT'S SO BIG, THAT JUST LOOK WHAT IT DID FOR ME!
(SIGH) JOE, MAY I FEEL YOUR SEPARATE TV-RADIO SECTION AGAIN?
GEE, I THOUGHT THE GLOBE WOULD MAKE ME STRONG ENOUGH TO GET YOU TO APOLOGIZE.
LISTEN— WHAT PAPER DO YOU THINK I DELIVER?

Friend, unless you're solid muscles between the ears, there's a message in this for you. The Boston Globe is Greater Boston's biggest Sunday paper by far — biggest in size and biggest in circulation. We've got the opposition KO'ed. More people — more people by better than a *hundred thousand* — read The Globe on Sunday. (Which proves our point, if you think about it, that the Morning Edition of the daily Globe and the Evening Edition have practically no duplicated circulation.) Next time you're scheduling New England, try *our* Sunday punch.

The Boston Globe gives you more of everything
...especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

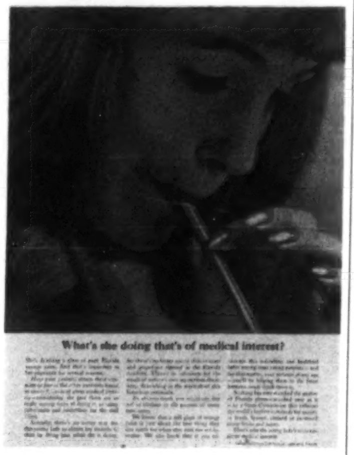
The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Oranges Are Tasty But Copy Has to Pass Acid Test

To the Editor: I was interested in reading Jim Woolf's piece about Sunkist advertising which appeared in the Nov. 7 issue of ADVERTISING AGE, for it illustrates the fallacy inherent in advertisements which are basically false.

The reason that they could not state that there were any benefits to protopectins and bio-flavonoids is that these two elements of citrus fruits have yet to be demonstrated as possessing any biological benefits. They exist in citrus fruits and are present in abundance in oranges. They are thought to be of some assistance in digestion, and one or two scientists have reported some other vague and mysterious effects, which they believe to be the result of the administration of these elements in concentrated form. As yet, however, no responsible nutritionist has presented objective evidence of any benefits to be derived from protopectins and bio-flavonoids.


What's she doing that's of medical interest?

Hence, such advertising cannot satisfy your requirement that an advertisement offer benefit and still remain within the law.

I enclose herewith an advertisement that we have done for Sunkist's competitor, the Florida Citrus Commission, and which has been accepted for advertising in the *Journal of the American Medical Assn.* and every reputable publication that it has been submitted to.

Cortez F. Enloe Jr., M.D.
Cortez F. Enloe Inc., New York.

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To the Editor: Has not . . . James Woolf ever read a "national" ad before which he didn't fully comprehend because it was addressed to a specific section of the community?

The Sunkist Orange ad will click with teeming millions of women who buy vitamin pills. Coincidentally, just before seeing this ad for the first time in your issue, I had talked to a pill manufacturer who was trying to add so many additional benefits to his Vitamin C pills that he could in effect reproduce an orange. And my reaction was to go out and buy a pound of oranges which are complete in health builders the laboratories haven't yet analyzed.

Sunkist obviously appreciates the enormity of the pill market. One can see they also know that fresh fruit is much more appetizing than a gelatine capsule.

Many women couldn't give you a definition of a protopectin nor a bio-flavonoid. But the terms are as familiar to them as G.L.-70.

And to interest everybody else who don't know about such things —as Mr. Woolf tells us—the page was reproduced in full color very attractively.

The old maxim applies, Mr. Woolf: If you haven't tried it, don't knock it.

Stephen H. Wells,
Los Angeles.

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'Woman's Day' Offered Regional Editions in 1939

To the Editor: I was somewhat amazed on reading last week's issue (Nov. 14) of ADVERTISING AGE and noting a small paragraph that indicated, "*Good Housekeeping* has become the first magazine in the women's service magazines to offer regional editions" . . .

The facts are, very simply, that *Woman's Day*, which has been serving the women's service field for more than 21 years, was the first magazine to offer regional editions. Not only was *Woman's Day* the first magazine in this field offering regional editions, but was the first national consumer magazine to do so. Actually, *Woman's Day* offered sectional editions with its February, 1939, issue.

It would seem to me, therefore, that *Good Housekeeping's* claim to be the first magazine in the women's service field to offer such flexibility is the furthest from the truth. . .

Theodore Barash,
Director of Promotion, Fawcett Publications Inc., New York.

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Gediman Against Advertising Only When It's Wasteful

To the Editor: It was kind of you to pay attention to the remarks made by me at the Boston Advertising Club (AA, Nov. 21). I am flattered that you found them worthy of reporting.

However, quite unintentionally I am sure, the headline "Gediman Blames Profit Decline on Advertising" would make it appear that I am against the institution, in which I sincerely believe.

I am no more against advertising than I am against motherhood, but I am ardently, aggressively against *wasteful* advertising that does not recognize its obligation to contribute substantially to the net profit picture.

As a matter of fact, there should, in my opinion, be more advertising but it should be more strongly market-oriented. Thanks for noticing my remarks as delivered, and for these emendations.

James Gediman,
Executive Vice-President, Hearst Advertising Service, New York.

• • •

Al Paul Lefton Shared in Beer-and-Tux Promotion

To the Editor: While we do appreciate the news report about Ruppert beer and After Six formals in your Oct. 31 issue, you may want to correct the impression this story gives that Norman, Craig & Kummel is the advertising agency for both manufacturers.

Actually, this tie-in between beer and formal wear was first arranged directly with the Ruppert people by Saul Richman Associates of New York, public relations agency for After Six formals. The tie-in then was implemented in advertising by Norman, Craig & Kummel for Ruppert and by Al Paul Lefton Co. for After Six formals. We have been the agency for After Six since 1957.

Hershel M. Brown,
Vice-President, Al Paul Lefton Co., Philadelphia.

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More Letters on 'Adman's Irate Wife'

Last week we published some responses to a letter printed in our Nov. 7 feature section from an "Irate Adman's Wife." Space limitations prevented our reproducing all of them in last week's "Voice." Here are some more. As usual, we have withheld the sender's name where requested.

To the Editor: . . . Having been an adman's wife for 25 years I can testify that everything Mrs. Newmar has said is only too true. By multiplying Mrs. Newmar's experiences by five we come up with ulcers, alcholism, nervous breakdowns, suicides, etc. The adman's wife turns to martinis or tranquilizers. The alternative is a mental hospital.

An adman moves often (we've covered the Midwest); each new spot seems to be "It" for approximately two weeks. Those first two weeks, the adman has been patted on the back and lulled into a false sense of security. Then the wearing down process begins. . .

The adman's wife soon learns to have a pitcher of martinis waiting. If he doesn't turn up she'll take care of it herself. Each evening she wonders whether he is going to make it and when she is to begin typing up resumes.

She looks forward to perhaps weeks or months of panic, and then finally when they are threatened with skid row, something comes along and they can relax—partially —they are attempting to catch up on unpaid bills, trying to sell the old place, etc. People in nice steady ordinary jobs, shake their heads. "Those people," they say, "don't know how to manage, after all the money they make." Little do they know of the advertising agency business.

If an agency would follow the judgment of the man they have hired for the job, and stand behind him, they would get better advertising, more loyal employes, and more satisfied clients. A lot of lives would be saved, and sanity established in the advertising business.

Agencies—awake!

Name Withheld.

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To the Editor: . . . Job security in advertising agencies certainly is a glaring problem, and the heat of competition—for executive status, for help to get things done, for defense against those hungering for our clients' business—does impose a strain upon individual integrity. Also, workloads in most agencies greatly overbalance means; responsibilities outweigh authority. And the vices of apple-polishing and back-scratching have become essential to survival in some agencies.

Fortunately, few people are involved. Unlike most other businesses, the agencies offer far fewer well-paid positions, all founded on weaker financial resources, and all subservient to the whims and prejudices of fickle clients and consumers. Advertising agencies can't hire many people, but when they lose a large account they sometimes must fire many in order to avoid bankruptcy.

Why? Because ours is a small business. (Indeed, some leading agencies have fewer total personnel than General Motors assigns to hubcap designs.) And ours is a precarious business, rarely very profitable. Yet, it handles such an important role in our "affluent" economy and is such a conspicuous phenomenon that inevitably it attracts some of the most aggressive, bright, and volatile people in our society. Many are decent, earnest, and capable. Some are great. But a few are especially cynical and savage; and these despicables hold their jobs because it is believed that they control business that the agency cannot do without. . .

So why do we stick with it? Money? Certainly; it's a *business*— not a "game" or a philanthropy or a training ground for novelists and artists. Yet, in my own case, there are several specific non-advertising ventures I could pursue that, within a short time, would virtually guarantee a better income for my family. And success in any one of them probably would impress my relatives and some of my friends more than by advertising work. But I won't abandon advertising, because (despite experiences much more bitter and soul-wrenching than what Mrs. Newmar has described) the advertising business has given me far more benefits than scars: A higher frequency of satisfactions and personal achievements; a greater variety of challenging tasks; an opportunity to influence the lives of more people; and perhaps more genuine friends than any other work suited to my education, intelligence, and temperament.

Yes, the advertising agency business is tough, imperfect, insecure— but also necessary, effective, and healthily self-critical. . .

F. J. Edwards,
Creve Coeur, Mo.

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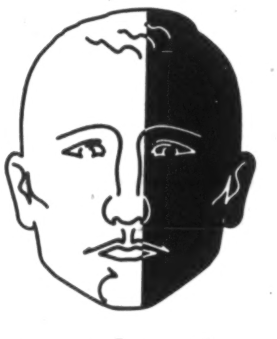
To the Editor: . . . My husband has always objected to the usage of the advertising "game" rather than "business," but he has recently had reason to change his mind

IS IT EXCITING?
Are your headlines "stoppers"? Are they intriguing? Is the copy **HUMAN INTERESTing?** Does it tell, sell, impel? Bott makes advertising exciting-inviting! Want evidence? Phone HA 7-9187.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember*–that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-Pres.
EGMONT SONDERLING, President
Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL.
KDIA, OAKLAND, CALIF.

WANT TO SELL FARMERS OVERSEAS?

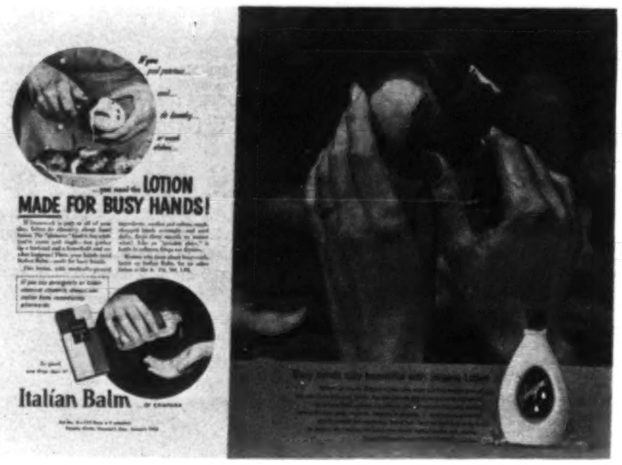
Agricultura de las Américas
World Farming

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de. las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.



A Pair of Potato Parers Is Copywriters' Idea Balm

To the Editor: I have always understood that imitation is the sincerest form of flattery, so I assume it is the case with the enclosed Jergens Lotion ad which appears in the current *True Story*.

As you will note by our Italian Balm ad we have been using this theme since 1954 and I am rather surprised the same theme would be used by the same type of product. Evidently, Jergens also must think it's good.

Richard M. Crull,
Director of Advertising, Campana Corp., Batavia, Ill.

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very radically on that score . . .

The axe has fallen here too, and we are out of a job. As Mrs. Newmar says, "Top agencies are always looking for top men" is just not so. They aren't. Top men are a drug on the market, and we are faced with taking something farther down the ladder in a much smaller agency; buying into an agency which is risky business at our time of life with children still to educate, or try to buy some totally different small business and make a new life for ourselves.

She also states, "Men who had been there nine and ten years were thrown out with hardly a word—men with homes and children and huge expenses." So it was with us and several others. Our entire scale of living will have to change, and as both of us are just over fifty, this will not be easy. This in itself is something to which we can adjust, but the bitter part of all of it is that the blow came without warning, with not a single word having been said that any such move was in the works. For a man in his salary bracket and responsibilities, it would certainly seem logical (this word in this locale is to laugh) that a thorough going-over of his department would be in order to see where it needed help. This help had been requested numerous times and just wasn't there when needed, despite the fact that the company had spent a great deal of money transferring my husband and assuring him of any and all assistance which they knew would be needed for his department to function at all.

You just don't run a business this way, and we have come to the inescapable conclusion that this is indeed a "game," played by the most wonderful assortment of immature minds and show-business temperaments not on Broadway. Is it any wonder that "Madison Avenue" has become an opprobrium to describe insincerity, insecurity and insufficiency? . . .

We need advertising for the economy of the country, but it has grown too big for its breeches which are filled with men who are afflicting the country with nauseating commercials, unrelenting come-ons to spend, spend, spend, and who have managed to make the advertising business a good thing for themselves and a bad place to be for men of integrity who want to earn their money in a business they can respect, and which respects them.

Mrs. Diogenes.

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A Little Bit of Bad . . .

To the Editor: Congratulations on your editorial, "Election Day Thoughts." It is too bad that every Republican and every Democrat cannot read your trenchant and fair analysis.

However, if Republicans were to develop a social conscience and Democrats improve in recognition of the economic facts of life, the lines of demarcation between our two major political parties might become blurred. As long as there is "a little bit of bad in every good little girl," I think our two-party system is in little danger.

Incidentally, the director of our public relations department thinks you are a member of one political party; I think you belong to the other; will you resolve the question please?

Again, congratulations on a really fine editorial.

E. S. Lanning,
Vice-President, MacDonald-Cook Co., South Bend, Ind.

AA editorial writers are officially non-partisan and wear their campaign buttons only after office hours.

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Backward Is the Word

To the Editor: I just read, carefully, your editorial in the Oct. 31 issue entitled "The ABC Moves Forward." My own feeling, based on a little experience in the field of publishing and advertising, is that the editorial should have been headed "The ABC Moves Backward."

I think the newspapers were right in fighting this [providing occupational and business analyses of non-paid portions of business paper circulation] and I hope the magazine publishers and the business paper publishers also join the newspapers in protecting sound principles of paid circulation and a free press.

Edgar Kobak,
New York.

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Can Electronic Brains Sway Voters Via TV Projections?

To the Editor: NBC coverage of the election returns was magnificent—and fair.

CBS-TV was something else again. Early on election night, while the polls were still open on the West Coast, CBS announced pretty categorically that the "electronic brain" predicted a landslide for Kennedy based on early returns. They did not explain that the so-called "electronic brain" cannot think, but can only compute. The machine cannot take into account that early returns (from big cities, mostly) will differ radically from late returns (suburban and rural).

My point is that CBS-TV in its early stand may well have influenced the West Coast vote. In such a close election as this, it could have been a major factor in swinging the election . . .

James H. Totten,
James H. Totten Co., Chicago.

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That Word in Aqua Velva Copy Is 'Humectin'

To the Editor: C. Ralph Bennett ("Voice of the Advertiser" Nov. 7) seems to be worried about a "desperate copywriter" who uses the word "humectant" in Aqua Velva advertising

I will pay Mr. Bennett $100 if he can find the word "humectant" in any Aqua Velva television commercial or print ad. We do use the word "humectin," which is a coined word for a moisture-holding ingredient in Aqua Velva. The "humectin" in Aqua Velva makes the alcohol and water easily applicable to the face, leaving it supple rather than dry.

Very often a word has more than one meaning. "Blakiston's New Gould Medical Dictionary," published by McGraw-Hill, gives this definition of "humectant": "A substance used to moisten; diluent."

Alfred Eichler,
Vice-President and Copy Director, Parkson Advertising Agency, New York.

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Eloquent Ap(Piel) for Bert and Harry's Return

To the Editor: It's a shame! Here's our favorite business under attack for dullness, and cowardly, boring advertising! (Most notably by Edward C. Bursk, editor of the *Harvard Business Review.*)

And now our best defense, probably the best example of the bright, un-dull, fun-to-watch tv commercials is about to fade from the idiot-tube! Not for long, it is to be hoped! We refer (sob) to peerless Bert and Harry. So the irrepressibles are to be suppressed after all! So Piels has decided to jangle it out with all the other beer jinglers. Let us pray they will not take too long to discover their error! Till they do—since there's nothing left to be loyal to—farewell to Piels, Heigh-ho Brand "X" Beer!

Arthur C. Mayer,
Copy Chief, Hicks & Greist, New York.

• • •

Bad Criticism, Not Bad Ads, Hurt Advertising

To the Editor: It isn't bad advertising that hurts our profession as much as bad criticism, too often imagined or relating to isolated cases. Examples:

1. Frequent news releases by the FTC which made accusations. These are prominently featured by newspapers and, in their readers' eyes, accusations are the same as convictions, since the government never errs.

2. Attacks by the Consumers Union magazine. It is surprising how many people won't believe their Bible but take the word of the CU publication as gospel truth.

3. Books that attack advertising, such as those by Vance Packard. The book reviews add to the publicity. Of course, book editors never print criticisms of their reviews, so the public gets a one-sided view.

4. Attacks by do-good newspaper columnists, who seem to pick on so-called junk mail and billboards.

5. Attacks by college professors on advertising in classrooms. Chances are, these profs are paid to teach English 2 or Ancient History, but they take time out to lecture on ads.

To be sure, there is a lot of terrible advertising, and some of it is untruthful. Unfortunately, there are busybodies who know how to accuse, to exaggerate and to amplify.

Stephen Tedor,
Lake Bluff, Ill.

• • •

Sudler & Hennessey Will Not Do 'Medical News'

To the Editor: For the past five years, Sudler & Hennessey has published *Medical News* for Ciba Pharmaceutical Products Inc., owner of the copyright *Medical News.*

After the release of the final issue dated Nov. 9, the publication *Medical News* will cease to be a project or responsibility of this management.

Further, should *Medical News* be published in the future as a newspaper with its pages open to pharmaceutical advertisers, neither the Sudler & Hennessey agency or its principals will have any financial or other interest in the enterprise.

Arthur E. Sudler,
President, Sudler & Hennessey, New York.

In an article on medical publications in the Nov. 7 ADVERTISING AGE, *it was reported that the new Medical News would be launched by Sudler & Hennessey's editorial unit, which had been producing it for Ciba. This was an error.*

• • •

Ah, So . . .

To the Editor: We note in your Nov. 7 issue that Tsukudaya Co. Ltd. (Tokyo) is suing Woolworth's and others for copying their "Winkie" dolls.

Isn't that the man-bites-dog story of the year, or "how does it feel when the shoe's on the other foot?"

Lucien R. Greif,
New York.

ADVERTISEMENT

DIVERSIFIED INDUSTRIES help make, and keep Vermont a Sweet Market. This easy, economical way to sell the state is with just one order, one bill, one buy—the VERMONT ALLIED DAILIES, a 6-newspaper group that blankets the area where 93.9% of the state's $570 million* buying power originates. For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.

New London—Connecticut's 2nd Household Market For Eat & Drink!

If Eat & Drink sales are your bread and butter, you'll sell more in New London, 2nd highest in Eat & Drink sales per household among all Connecticut cities of 25,000-or-over.* Coverage? The Day gives you 98% city zone!

*CM '60 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

SURE I'M A CONSUMER, BUT . . .

I Never Heard of You.

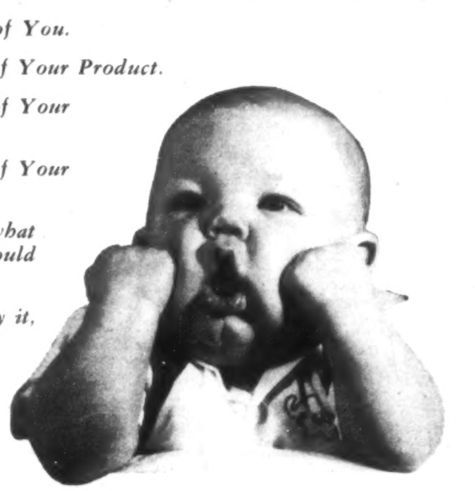
I Never Heard of Your Product.

I Never Heard of Your Company.

I Never Heard of Your Reputation.

I Never Heard what Your Product would do for me.

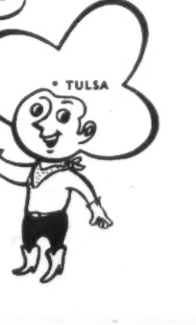
I'm willing to try it, but I never have heard about you.



MORAL TO TIMEBUYERS: If you want your product known to consumers in the Tulsa Market, use KAKC for the most complete market penetration. KAKC is No. 1 in Tulsa and the 21 counties of Northeastern Oklahoma. More adults (buyers) listen to KAKC than any other Tulsa radio station.

Hi! I'm K. A. Casey . . . here to offer advertisers the best buy in the Tulsa Market. Call your Adam Young representative today and see for yourself.

FIRST IN TULSA
the new KAKC Dial 970
A Public Radio Corp. STATION
KIOA DES MOINES
KAKC TULSA
KBKC KANSAS CITY



'House & Home' Wins Four 'IM' Editorial Awards

(Continued from Page 3)

merchandising, trade and export publications; *Consulting Engineer, Interiors, School Management* and *Nation's Schools* (won two plaques) among class, institutional and professional papers.

Eight publications won more than one award. These were *House & Home*—two plaques and two certificates; *Nation's Schools*—two plaques; *Heating & Plumbing Engineer* and *Consulting Engineer*—a plaque and a certificate each; *Crockery & Glass Journal, Electrical Merchandising Week, Progressive Grocer* and *Volume Feeding Management*—two certificates each.

- Henry C. Silldorff, chairman of G. M. Basford Co., guest speaker at the awards lunch, called the editors of the business press "professors of progress." He said they were "adult educators—the men who gather, sift, interpret and disseminate information concerning the progress in their particular sphere of activity."

Mr. Silldorff said he had analyzed the *IM* awards since their inception in 1938 and had discovered that 16 of the publications receiving awards this year "had each previously won from seven to 29 plaques or certificates. Thirty-five publications have won six or more awards, and 19 can attest to their editorial excellence by being winners of ten or more awards."

- A total of 703 entries were received in the competition. Five classes of competition were open—best series, best single article, best single issue, best design appearance and best original research. Publications were entered by class in three groups: Industrial; merchandising, trade and export; and class, institutional and professional.

Here are the 46 winners:

Industrial Papers

Best Series

Plaque: Electro-Technology, New York, for "Basic Science & Engineering."

Certificates: House & Home, New York, for "The Industrial Revolution in Housing" and Steel, Cleveland, for "Production Efficiency."

Best Single Article

Plaque: Engineering News-Record, New York, for "Computers—What You Should Know About Them."

Certificates: Electrical Construction & Maintenance, New York, for "Electric Space Heating 1960" and Oil & Gas Journal, Tulsa, for "The Case for 27½% Depletion."

Best Single Issue

Plaque: Space/Aeronautics, New York, for "Special Report: Undersea Weapon System."

Certificates: House & Home, New York, for "How to Sell the Economy of Quality" and Nucleonics, New York, for "The Engineering Design of Power Reactors."

Best Design Appearance

Plaque: House & Home, New York, for its November, 1959, issue.

Certificates: Architectural Forum, New York, for its June, 1959, issue; Industrial Research, Chicago, for its April-May, 1960, issue.

Best Original Research

Plaque: House & Home, New York, for "How to Meet the Market for Better Apartments."

Certificates: Factory, New York, for "The Truth About Wage Incentives & Work Measurement Today" and Modern Plastics, New York, for an annual report on plastics sales and uses.

Merchandising Trade & Export

Best Series

Plaque: Heating & Plumbing Engineer, Toronto, for reports on why free sales leads developed in national advertising by the Canadian Institute of Plumbing & Heating are not used.

Certificates: Linens & Domestics, New York, for "Know Your Fibers" and Progressive Grocer, New York, for "Why Your Produce Department Will Make a Comeback in the '60s."

Best Single Article

Plaque: Hardware Retailer, Indianapolis, for "Shopping Centers—Good or Bad for Hardware Stores."

Certificates: Crockery & Glass Journal, New York, for "Your Guide to Greater Sales of Casual China" and Electrical Merchandising Week, New York (formerly Electrical Merchandising), for "How to Be an Expert on Wash & Wear."

Best Single Issue

Plaque; Domestic Engineering, for its June, 1960, issue, containing special report on "What's the Real Truth Behind the Embattled Reichle Plan?"

Certificates: Electrical Merchandising Week, New York, for its January, 1959, number, an annual statistical and marketing report, and Heating & Plumbing Engineer, Toronto, for its May, 1960, issue, for a special report on "Governments Invade Farm Plumbing Market."

Best Design Appearance

Plaque: Super Market Merchandising, New York, for its May, 1960, issue.

Certificates: Office Appliances, Chicago, for its June, 1960, issue and Progressive Grocer, New York, for its April, 1960, issue.

Best Original Research

Plaque: Electrical Wholesaling, New York, for "Changing Dimensions" in May, 1959, issue.

Certificates: Crockery & Glass Journal, New York, for its "Top Ten Patterns" and Plumbing & Heating Business, New York, for its "Tools/Labor Productivity & Usage."

Class, Institutional & Professional Publications

Best Series

Plaque: Nation's Schools, Chicago, for "Schoolhouse Planning."

Certificates: American Practitioner & Digest of Treatment, Nashville, for "Surgery of the Aorta and Its Branches," and Buildings, Cedar Rapids, Ia., for "Handbook of Building Operation" and "Yearbook of Real Estate & Management," and Medical Economics, Oradell, New Jersey, for "What's Gone Wrong with Specialism?"

Best Single Article

Plaque: Consulting Engineer, St. Joseph, Mich., for "Dome Structures."

Certificates: Institutions, Chicago, for "What's Happening to Labor?" and Volume Feeding Management, New York, for "Potatoes: A Profit Profile."

Best Single Issue

Plaque: Nation's Schools, Chicago, for its February, 1960, issue.

Certificates: Industrial Medicine & Surgery, Miami, for its June, 1960, issue, and AIA Journal, Washington, D.C., for its January, 1960, issue.

Best Design Appearance

Plaque: Interiors, New York, for "Design in the Ant Heap."

Certificates: Industrial Design, New York, for "Annual Design Review"; RN, Oradell, N.J., for its March, 1960, issue.

Best Original Research

Plaque: School Management, Greenwich, Conn., for "Cost of Education Index."

Certificates: Consulting Engineer, St. Joseph, Mich., for "A Portrait of the Profession—1959," and Volume Feeding Management, New York, for "Manning's Inc. Success Formula." #

Bruce Names Murray

Bruce Publishing Co., Milwaukee, has named Charles J. Murray general sales manager of *American School Board Journal, Industrial Arts & Vocational Education, Catholic Management Journal*. He formerly represented Bruce in the eastern states.

says **C. H. CADWALLADER**
Advertising Manager
Toledo Scale
Division of Toledo Scale Corp.

"Industrial Marketing does an excellent job of providing background for industrial advertising and sales. I find that the articles very often anticipate the types of information and comment that will have direct bearing on projects being planned. IM has been regular reading for me for many years, and it is subsequently circulated in our department."

Mr. Cadwallader is another fine example of long-standing service to a single company. Associated with Toledo Scale for thirty years, he has been advertising manager for the past twelve years. Mr. Cadwallader holds a B.Sc. in Marketing from Ohio State University and is active in both civic and professional groups. Among his affiliations in the business field are the Association of Industrial Advertisers and the Scale Manufacturers Association, the latter of which he aids as publicity chairman. Toledo Scale spent an estimated $245,800 in the business press in 1959.

says **ARTHUR A. BATTS, JR.**
Director, Advertising, Public Relations
and Marketing Research
Alco Products, Inc.

"Industrial Marketing is without a doubt the *one* trade magazine which covers all aspects of our marketing and advertising interests. The editorial content is pertinent, concise and idea-filled. We've found no better way through print to keep abreast of progressive industrial marketing concepts."

Mr. Batts was associated with The Carborundum Co., both shortly before and after World War II, engaged primarily in commercial research activities and being appointed director of that department in 1952. Two years later, he joined Alco Products (then the American Locomotive Co.) as director of market research at the firm's Schenectady plant. He was named director of advertising and marketing research the following year and, in 1959, took on the additional responsibility of public relations. Alco, which makes equipment for the railroad industry, the process industries and the nuclear power field, allocated $100,000 for space in business publications in 1959.

KOBY, KABL Settle Suit

Gordon Broadcasting Co., operator of KOBY, San Francisco radio station, has dropped its suit after an out-of-court settlement for an undisclosed sum with Gordon Broadcasting Co., operator of KABL, Oakland. KOBY filed suit for $1,328,000 last September, charging KABL with using advertising ideas and slogans "prepared and paid for by KOBY as their own" (AA Sept. 19). The settlement agreement provides that KOBY will continue to use exclusively the phrases "I. Q. Radio" and "America's first family of fine music stations."

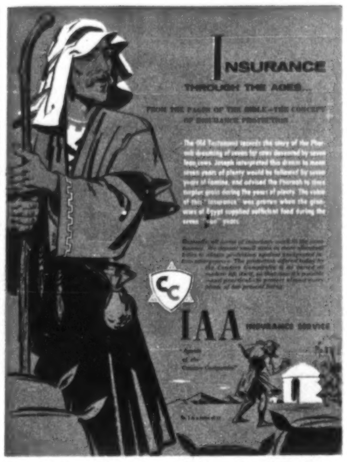
Plywood Group to Boost Homes for the Retired

TACOMA, Nov. 30—The Douglas Fir Plywood Assn., which sponsored the concept for a vacation cabin for a second-home, is preparing to launch a new promotion to encourage construction of retirement housing throughout the nation.

The promotion will be directed to those who design, finance and build housing. At the outset, the association will prepare an "encyclopedia" of information for the industry, a step-by-step program that will show how large the market is, how much money the market has for housing, how retirement housing can be financed, what special needs must be met in design and what additional facilities may be required in the community.

But even before the merchandising "encyclopedia" is ready for distribution, the association will undertake a dramatic demonstration of what can be done in housing for retired persons. This will take the form of construction of a demonstration house for a retired couple, to be erected on a parking lot in downtown Washington in time for the annual White House Conference on Aging, which will be held at Washington Jan. 9-12 and is expected to draw 3,800 persons from all states.

■ For more than two years the association has been studying the market for retirement homes, looking at the needs of retired persons and checking the extent to which these needs are being met. The study was headed by Don Jaenicke, special projects director of the association.



HISTORY—*Country Life & Country Mutual Insurance Companies, Chicago, will run a series of 11 ads in 1961 using historical incidents of "insurance." The first ad depicts the Biblical story of Joseph, who urged the storing of grain against the coming of a period of famine. Hall, Haerr, Peterson & Harney, Peoria, is the agency.*

Housing for retired persons requires special design for ease of living—such as electrical outlets that do not require stooping; absence of threshholds; and perhaps a sit-down sink.

To help know just what retired persons want—and don't want—the plywood association, working jointly with the American Assn. of Retired Persons and its members, will conduct a survey on what retired persons want in housing. This is one of the elements that will go into the plywood association's encyclopedia on housing for elderly persons.

■ The plywood association listed these five elements that should be included in retirement housing:

1. A small, low-priced house, well designed and preferably with two bedrooms. A survey showed 79% wanted two or more bedrooms.

2. Recreation, service and medical facilities should be nearby. One possibility is a recreation district, first used in a town outside Denver, where residents vote to tax themselves to build and operate recreational facilities.

3. Proximity to younger families but not right next door to them. Many retired persons want to live away from families with small children yet not to be isolated in a community of nothing but retired persons.

4. Easy financing should be available.

5. A feeling of welcome is necessary.

■ Back of the plywood association's interest in retirement housing are several factors, ADVERTISING AGE was told. For one thing, the association wants to sell more plywood for the manufacturers who make up the association and put up its $5,000,000 annual budget. The association has been concerned about the number of high-rise buildings—apartments and other tall structures—erected for retirement housing because such construction uses less wood than single residences or duplexes.

In a broader sense, the association recognizes a real need in housing that is now largely unsatisfied; this is a growing social and political problem and also a challenge to the building industry. The association recognizes also the need for getting building costs down in retirement housing, and this means developing new methods of construction, a field in which the association has pioneered. #

says **MARSHALL C. LEWIS**
Executive Vice-President
Marsteller, Rickard, Gebhardt and Reed, Inc.

"There is simply no other coverage of industrial advertising and marketing—for a man who makes his living in this field, Industrial Marketing is must reading. And, personally, I've always found the Copy Chasers' column worth the price of admission all by itself."

An alumnus of the University of Michigan (B.A. in Economics), Mr. Lewis started his business career in 1949 with a management consultant firm and broadened his experience by working for several years as an account executive for a New York public relations concern. In 1952, he switched to the agency field, joining Marsteller, Rickard, Gebhardt and Reed (then Marsteller, Gebhardt and Reed) at its home office in Chicago. After four years as an account supervisor, he was transferred to the agency's New York office as creative director. Early in 1960, Mr. Lewis was advanced to the post of executive vice-president with headquarters in Chicago. Among the top ten agencies in the placement of business-paper advertising (over $5,600,000 in 1959), Marsteller, Rickard represents such firms as Armco Steel, Bridgeport Brass, Century Electric, Clark Equipment, Electro-Motive Division of General Motors and International Business Machines.

PREFERRED
READING
WITH MEN WHO MAKE
INDUSTRIAL ADVERTISING

The magazine of selling and advertising to business and industry
INDUSTRIAL MARKETING
200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

ATTENTIVE AUDIENCE—*The next generation of advertising women listens intently, although unsmilingly, as the New York adwomen describe the great variety of jobs open to women in the ad field.*

Adwomen Show Their World to College Women

NEW YORK, Nov. 29—About 65 members of the Advertising Women of New York went back to college last week. Only this time they were the profs, not the students.

The occasion was the club's fourth annual career conference for college girls. Held at New York University this year, it was attended by about 150 girls from 38 eastern colleges and universities.

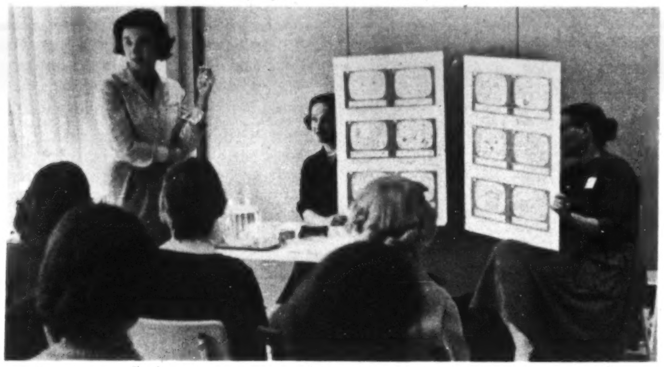
The hows and whys of advertising were explained by ten teams of adwomen, covering five areas of advertising—research, media, merchandising and promotion, public relations and publicity, and copy, art and production.

In all, each woman gave her speech five different times as the teams moved to different classrooms every half hour—"This is more hectic than the office," one lamented as she dashed down the hall, aflutter with layouts and proofs.

As for the girls, the conference seemed to convince most of them t at an advertising career would be "fascinating" and "great." Although, at day's end, one girl had decided she'd try something "milder."

Seidman Phelan Sunshine

MEDIA MEETING—*"You'll seldom find a discarded foreign language newspaper," asserts Jeannette S. Seidman, board chairman of the Inter-Racial Press of America, while Barbara Sunshine, media supervisor of Fred Wittner Co.; and Mary C. Phelan, in advertising sales at Sports Illustrated, listen.*



Sack Bourges Smith

TV TALK—*"These are storyboards," says Joan Sack, tv group head at McCann-Erickson, as she starts her talk. Helping display them are fellow team members, Jean Bourges, president of Bourges Color Corp., and Josephine Smith, copy group head at Batten, Barton, Durstine & Osborn.*

Kintner Reiners Dorn.

PUBLICITY PLANNERS—*Prudence Dorn, women's service director at Kenyon & Eckhardt, shows what's involved in getting product stories on newspaper food pages. Listening are Marjorie Reiners, public relations representative at E. I. du Pont de Nemours; and Louise Kintner, campaign and publicity director, Brooklyn YWCA.*

Stock Raymond Jones

PREXIES—*Evelyn Lee Jones, AWNY president and business manager and time buyer of Donahue & Coe, poses with two former club presidents, Emma E. W. Stock, co-director of advertising for Forbes, and Harriet Raymond, plastics ad manager for Celanese Corp. Miss Raymond, 1959 Ad Woman of the Year, addressed the opening session of the career conference.*

COPY CLINIC—*Johanna T. Rock, copy analyst at Cunningham & Walsh, explains what happens when copy and research meet.*

Thiel Lyons

COPY CLASS—*Eve Thiel, copy group head at J. M. Mathes Inc., and Josephine Lyons, tv group head at Lennen & Newell, initiate the college girls into the copywriter's world.*

Duval Marsh Smithline

PROMOTION POWWOW—*"The point of this newspaper ad for Coronet is to show what a good ad medium the magazine is," explains Betty Jane Duval, in sales promotion at Esquire Inc. Other speakers: Gilda Smithline, supervisor of fashion advertising, Abraham & Straus; and Marion Marsh of Partners in Fashion.*

O'Hara Harriman

MERCHANDISING MELEE—*Joan Frye Harriman, director of educational promotions of Coats & Clark's, tells how even a prosaic spool of thread can be promoted with flair. Other team member: Helene O'Hara, director of fashion and promotion director, Allied Kid Co.*

FOR
INTERNATIONAL CONVENTION
PLANNING EXPOSITION
LAS VEGAS, NEVADA
℞ for...
CONVENTION PLANNING.
A $2 BILLION ANNUAL
HEADACHE.

HEADACHE—*A Monsanto Chemical Co. secretary helps fill a giant aspirin bottle with 2,000,000 five grain tablets. Monsanto, which produces the compounds used in aspirin and other aspirin-containing analgesics, displayed the bottle at a convention of convention officials in Las Vegas on Nov. 29.*

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine
of The Lutheran Church
-Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day
Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Appliance Upturn in 1961-'62 Seen by Westinghouse VP

COLUMBUS, O., Nov. 29—Major appliance sales will begin climbing during the second half of next year, and the upturn should continue through 1962, according to John W. Craig, vp and general manager of the major appliance division of Westinghouse Electric Corp.

Sales for the entire year of 1961 are expected to exceed slightly this year's, which will probably be the industry's fourth best, he said.

Mr. Craig predicted the growth of refrigerator and automatic washer sales as replacements, contributing to a "guaranteed market" for 9,000,000 units of these appliances by the late '60s.

He said his forecast of a general appliance upturn was based on his belief that home building will begin to pick up gradually, followed by appliances a few months later. #

Ill. Bell Sets Campaign

Illinois Bell Telephone Co., Chicago, will use two-color and b&w ads in 310 newspapers, plus tv and radio spots to promote the new Princess telephone for Christmas. The slogan will be the same used by American Telephone & Telegraph Co., which is using color pages in 11 magazines—"Promise a Princess! It's lovely! It lights!" N. W. Ayer & Son, Chicago, is placing the ads for Illinois Bell.

'Beachcomber' Names Beck

Jack Wolfgang Beck, who has his own consultant design organization in New York, has been named art director of *Beachcomber*, New York, succeeding Abril Lamarque. Everett Aison, an associate in Mr. Beck's organization, will be assistant art director.

ADVERTISEMENT

BALANCED ECONOMY, ⅓ industry, ⅓ agriculture, ⅓ recreation, makes Vermont a Sweet Market. Boost sales here easily with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Write: The Vermont Allied Dailies, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

cancer! where can you turn?

A MOTHER wants to know how to guard herself against cancer of the cervix. She turns to her physician and to the American Cancer Society for the answers to her questions.

A PHYSICIAN must keep up with the fast developing facts in cancer control. He turns to his journals and the American Cancer Society professional publications and films for this information.

A BUSINESSMAN wants to protect his employees. He turns to the American Cancer Society for life-saving pamphlets, films, danger signal posters, and speakers.

A SCIENTIST needs funds to support his research on leukemia. He turns to the American Cancer Society which invests millions annually in cancer research.

A CANCER PATIENT needs dressings and weekly transportation to a treatment center. She turns to the American Cancer Society, and is helped.

The American Cancer Society is many things to many people—and is made up of many people—two million volunteer physicians, businessmen, union leaders, nurses, scientists, housewives, dedicated to one goal: saving lives from cancer. Through the Society's nationwide research, education and service programs, they hold out a lifeline to everyone threatened by cancer.

You, too, can turn to the Society. Call your local Unit for more information on what it can do for you—and, incidentally, what you can do for it.

CANCER'S SEVEN DANGER SIGNALS

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

AMERICAN CANCER SOCIETY

Along the Media Path

Effective with its April, 1961, issue, **Family Circle** will offer its advertisers expanded four-color letterpress facilities in both full-run and sectional units of circulation. This will make it possible for advertisers to make four-color copy changes in 7 sectional editions, rather than in the four geographical units previously offered.

- "The New Knoxville—a Picture of Progress & Opportunity," a market data brochure which includes a breakdown on retail sales and buying income, a map of shopping centers, and industrial and recreational information, has been published by and is available from **Knoxville News-Sentinal** and **Journal**, Knoxville 1.

- Beautiful birds make beautiful gifts, according to **McCalls'**, and to prove it its current window display in the New York General Bldg. lobby, home of the magazine's editorial offices, features three cages of brightly colored parakeets against a backdrop of pages from the December issue in which 30 cage birds are pictured in a full-color painting by Arthur Williams.

- In connection with stepped-up color programming on **WLW-C**, Columbus, O., Mayor W. Ralston Westlake officially proclaimed Oct. 11-18 Color Television Week in Columbus.

- The **Chicago Sun-Times** and **Chicago Daily News** have scheduled special business forecast sections early in January. The *Sun-Times* will publish a complete report and a detailed forecast for 1961 on Jan. 3. The *Daily News* feature will run over a two-day period, beginning Jan. 3.

- With the opening of the ski slopes in Utah, **KALL**, Salt Lake, as part of a "Broken Leg" contest, gave a wheel chair, crutches, cane, knitting needles and the latest *TV Guide* to the first person who broke his leg on the ski slopes.

- **KCBS**, San Francisco, has launched a high school night on its "Viewpoint" show. The show, which was launched in 1959, gives listeners an opportunity to voice their ideas, disagreements, comments and solutions on the air. Now, one night each week, the same opportunity is being offered exclusively to high school students.

- **The Instructor** has published the first two of a series of five "Take Home Mailers," which the magazine is sending to advertisers and agencies. Each mailer contains helpful and practical suggestions for making holiday handicraft articles which can be made at home. Additional information may be obtained from R. C. Gilboy, VP, Advertising, *The Instructor*, 75 E. Wacker Dr., Chicago 1.

Weigand Kirkpatrick Wilkie Dahlgren Rawls

KPHO PLAYS HOST—*Dick Rawls, vp and general manager of KPHO and KPHO-TV, Phoenix, Ariz., points out the interesting sights to four of the 60 advertising agency representatives from Los Angeles and San Francisco who visited the stations recently for a look at the Phoenix market. Sharing the view are Harriet Weigand, Hixson & Jorgensen; June Kirkpatrick, Honig-Cooper & Harrington; Rula Wilkie, Batten, Barton, Durstine & Osborn; and Jane Dahlgren, Roy S. Durstine Inc.*

- "The Seventeen Book of Decorating," a comprehensive guide to interior design, prepared by the editors of **Seventeen**, will be published by the David McKay Co. on Jan. 26. The book will include an analysis of the reader's decorating personality, an illustrated furniture history, a hostess handbook, counsel on the art of shopping, 99 budget decorating tricks, and advice on everything from color schemes and room plans to painting and making curtains. Additional information on the book, which will be priced at $4.95 per copy, can be obtained from Jean Beer, Publicity Director, *Seventeen*, 488 Madison Ave., New York 22.

- **WDRC**, Hartford, is offering a free, sepia-tone photograph to each couple in its listening area marking a wedding anniversary of 25 years or more. All that's necessary is a phone call to the station; WDRC then makes an appointment with a photographer. The occasion is then mentioned on the air.

- In cooperation with the United Appeal drive, the **Birmingham News** and **Post-Herald** ran a 12-page special section on Sept. 25. Newsprint for the section, which contained articles on the various groups helped by United Appeal, was donated by Goose River Newsprint Co.

- The 132-page Thanksgiving Day issue of the **Philadelphia Inquirer** was the largest daily newspaper ever published in Philadelphia. This marks the third consecutive year in which the holiday number has registered a new record. This year's edition contained 268,000 lines of advertising in its 10 sections.

Jontry Sherey

WINNER—*Hilda Sherey, sales promotion director of R&K Originals Inc., first prize winner of Esquire's Christmas Jubilee contest, accepts round-trip airline tickets for two to Europe along with a check for $700 from Jerry Jontry, Esquire advertising director. Miss Sherey came closest in guessing the number of gifts advertised in the December issue of Esquire and the number of pages.*

- Demand for the new "Ladies' Home Journal Cookbook," published by **Doubleday & Co.**, in September, has exceeded 100,000 copies. Pre-publication orders from trade outlets have totaled 55,000 copies, and have been distributed through Doubleday's book club. Curtis Publishing Co. has issued more than 25,000 copies as a result of direct mail subscription promotions and magazine and newspaper advertising campaigns.

- "Management Administration & Production Control," a 63-page booklet containing a reprint of a series of exclusive articles describing the operation of a hypothetical manufacturing company, employing from 500-1,000 employes and processing a standard line of product or products, has been published by **Plant Management.** Copies may be obtained from the Editor, *Plant Management*, 146 Bates Rd., Montreal 26.

- The U. S. Air Force has presented a plaque to **WINS**, New York, "in recognition of consistent and devoted service in assisting the U. S. Air Force recruiting service and in appreciation of conscientious efforts towards the advancement of peace through air power."

- **WLOD**, Fort Lauderdale, has become the first station in its area to air "Minitorials," signed editorials. The opinion broadcasts, featured four times daily, are prepared by Franklin Broadcasting Co.'s editorial board. Listeners are given a chance to reply to the "Minitorials" by the station's public opinion feature, "Vox Pop," broadcast on each newscast.

- "Milkman's Matinee" celebrated its 25th anniversary on **WNEW**, New York, Dec. 2. The show is aired from midnight to 5:30 a.m., seven days a week.

- **Department of New Laurels:**

Fortune will publish 2,243 pages of advertising in 1960, an increase of 272 pages over 1959.

A new high in **Playboy's** circulation will be marked for the last six months of 1960, according to a publisher's estimate, with average net paid sales for the period ending Dec. 31 reaching 1,130,000 a month. This will represent an increase of 136,000 over the same period last year.

Textile Industries carried 1,422 advertising pages during the first 10 months of 1960, an 8.5% increase over the comparable 1959 period. #

Ford Names McClure, Wright

Douglas T. McClure has been named car sales promotion manager and L. Jack Wright truck sales promotion manager of the Ford division of Ford Motor Co., Dearborn, Mich. They had been car and truck sales promotion coordinators.

S&S Vending to Long

S&S Vending Machine Co., San Jose, Cal., maker of ice vending equipment, has appointed Long Advertising, San Jose, its agency, effective Jan. 1.

ADVERTISEMENT

MEN WHO WANT TO SELL the sweet Vermont market can do it easily and economically with just one order, bill, buy! Use the VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Get details today! write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.

SWINGLES.* CUSTOM MADE ONLY $68 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

One-Paper Coverage
In a Three-County Market

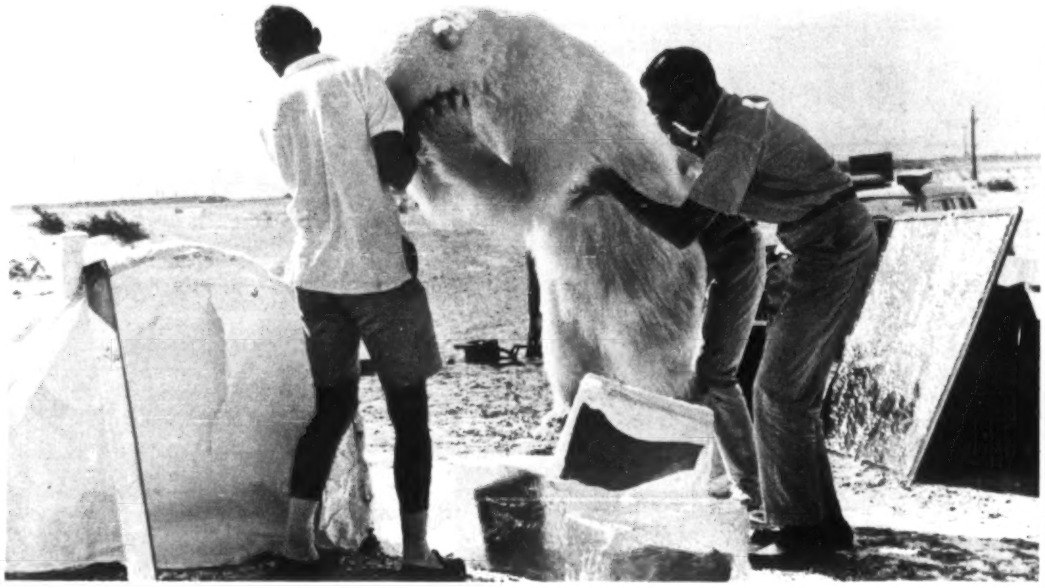
It's as simple as that! In the PRESS exclusively your advertising dollars will reap rich returns in Southern New Jersey's heartland of Atlantic, Cape May and Cumberland counties, where a three-phase expansion in Agriculture, Industry and Recreation is represented by upward of 200,000 receptive customers providing a half billion dollars annually in retail sales.

ROLLAND L. ADAMS
President

Scolaro, Meeker & Scott, Inc.
National Representatives

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper



HARRISON—*The mockup bear is jockeyed into position for photography among melt-proof props.*

Live Bear Is Too Lively . . .

Harrison Push Barely Bearable, Brother Finds

Agency's Search for Car Air-Conditioning Symbol Is Ursine Epic

DETROIT, Nov. 29—At D. P. Brother & Co. they have their own "Story of the Three Bears." Three stories, in fact.

Unlike the famed Father, Mother and Baby bears, however, the Brother bears never have associated with each other. Rather, they followed each other in sequence. The third bear, Harrison C., is the latest character to be used in advertising for the air conditioning systems that go into General Motors cars.

ZERO—*At his obstreperous best.*

■ It started back in 1956, when Russell Swick, advertising manager of the Harrison Radiator division, first went into a huddle with the agency in search of a symbol for cool comfort. Production of car air conditioning was about to become an increasingly important part of Harrison's assignment. The agency men assigned to the account were Dick Iliff and Bob Clark.

The three began their search, investigating Eskimos, penguins, icebergs, and other theme objects. Finally they picked the polar bear.

Shaping up for the 1958 campaign, the three sought out all available photos of polar bears. They assembled more than 100 color shots, from which were selected 10 that made up the first campaign—bears swimming, climbing out of water, lounging on ice floes and what have you.

■ Facing the building of another campaign, it seemed bottom had been scraped. It was the end of the first bear story.

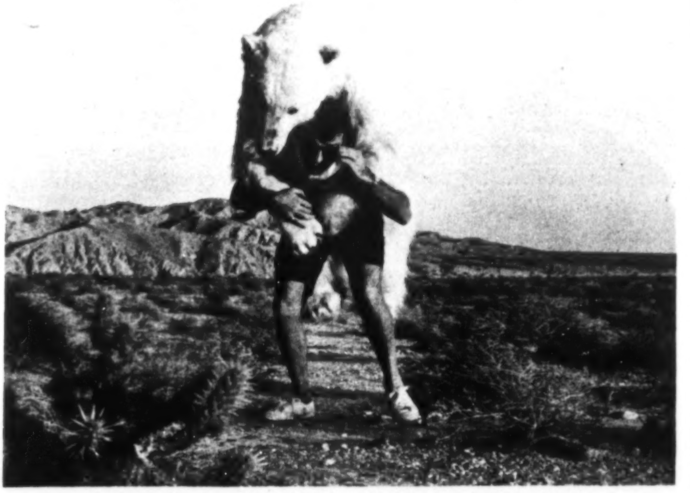
Trouble had been, the three advertising men agreed, none of the stock pictures showed polar bears and cars, let alone bears in cars. So, in the spring of 1958, with that season's advertising in the works, the trio decided to go for a real, live polar bear.

Bob Clark, art supervisor of the group, had learned of a "trained" polar bear (unusual, for this ursine type does not cotton to doing tricks) then performing with a group of assorted bears in St. Louis.

Bob went to St. Louis and met the bear—Zero, by name—and his trainer, John Cuneo. He weighed 800 lbs., stood 7′ and was four years old. He seemed just right to take the title role in the second bear story. Mr. Cuneo said Zero had never been in a car, but it wouldn't be much trouble to get him into one. Mr. Clark leased a four-door hardtop model. But it wasn't easy to do the rest.

"It took three men and 50′ of rope to get Zero into the back seat, and then he didn't like it," Mr. Clark recalls. "The trainer had provided a large box of sweet rolls,

(Continued on Page 96)



BEAR-BACK RIDE—*Art director Bob Clark totes 80-lb. Harrison.*

The WESTERN HORSEMAN

THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Best Buy in Ohio..
Sterling
OUTDOOR ADVERTISING CO.
56 N. Summit St. Akron, Ohio

12¢ per thousand
9.3 T.A.B. rating

an H. H. SEFF CO.
established over
a Third of a Century

Guide to
HOME-PLANNING
Literature

YOURS FOR THE ASKING

This valuable folder offers free information on many of the most important types of products and services you are now considering for your new home . . . including latest products and developments you should know about.

Don't miss this convenient opportunity to
Get the facts before you buy!

THIS IS THE DOORWAY TO POSITIVE* PROSPECTS in the rich custom home market

Positive* prospects — families who are *committed* to custom-building their own homes . . . prospects you must reach right now . . . or never!

Who are these "one-time buyers?" How do you find them at the precise time they are in the market for your product or service?

The GUIDE TO HOME-PLANNING LITERATURE eliminates all guesswork. It is mailed to these positive prospects on a day-to-day basis – as they are discovered and qualified by over 1,087 F. W. Dodge field reporters. Through the GUIDE, your offer of literature reaches these families for about the cost of a postage stamp apiece. Your literature can be in their hands *at the time of decision!*

The families that make up America's custom home market spend an average of *35% more* to build their homes *the way they want them built.* And they spend over 2 billion dollars annually to do it.

There is no other way to cover this one-time market more effectively – or economically. See for yourself the outstanding results that the GUIDE is achieving for a wide variety of companies.

Write today for a copy of the GUIDE, examples of actual results, and descriptive literature. Next closing is January 15. Standard agency commissions apply.

F. W. DODGE CORPORATION

F. W. DODGE CORPORATION

Other Dodge Publications and Services:
Architectural Record • Sweet's Catalog Service
• Dodge Reports • Dodge Construction Statistics.

F. W. Dodge Corporation
Construction News & Statistics Division, Dept. 11
119 West 40th Street, New York 18, N. Y.

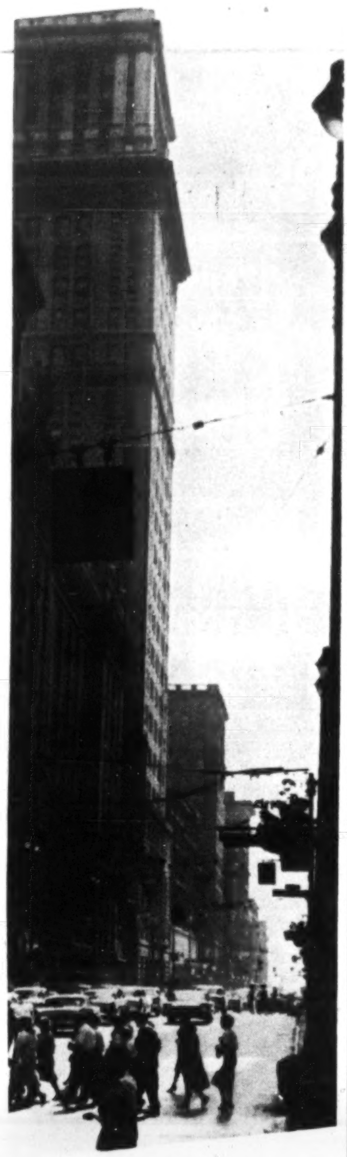
Please send me a copy of the GUIDE TO HOME-PLANNING LITERATURE and complete facts.

Name ______________________

Company ______________________

Address ______________________

City ______________ Zone ________ State ________



on FOURTH STREET
. . . or ANYWHERE

Of all the folks you see
from ABC Cincinnati . . .

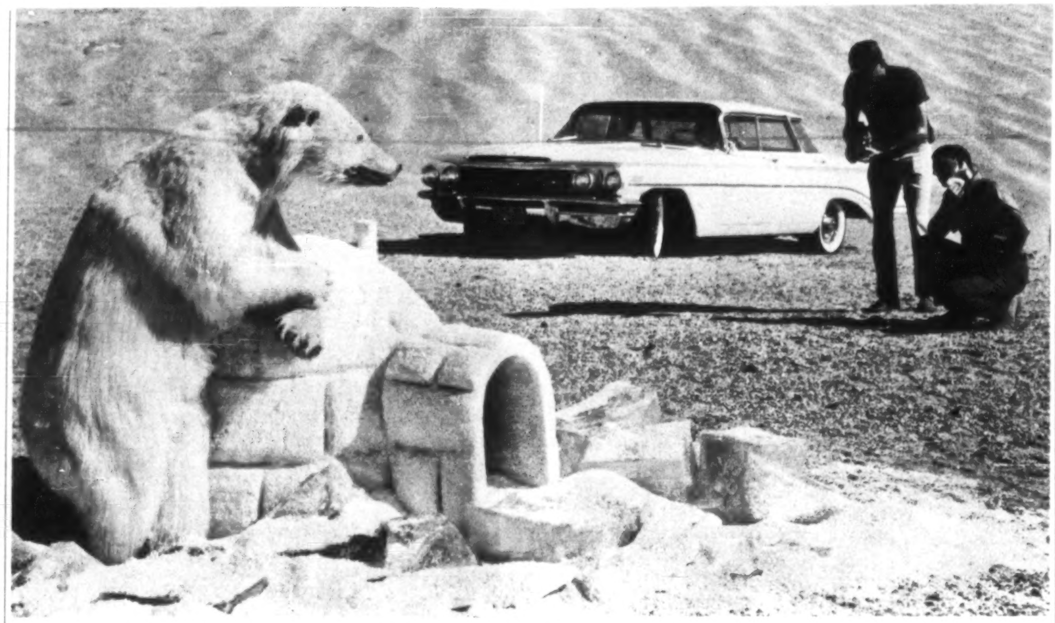
7* OUT OF 10
read the
CINCINNATI
POST
TIMES-STAR

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .
273,148

The Newspaper that Spends the Evening with Almost 1,000,000 Readers

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD Newspapers



IMPERVIOUS—*This is how Harrison finally was posed, with igloo, for the auto air-conditioning ad.*

Harrison Push Barely Bearable

(Continued from Page 95)

which he said always had a tranquilizing effect on Zero. Consumption of these took about five minutes.

"He was looking for more rolls when we finally got him in the car," he went on. "Apples, ham sandwiches and other food substitutes had no appeal. Our bear removed the steering wheel, tore up the seat cushions and raked the fabric off the car's ceiling. I had quite a go-around with the leasing agency when the car was returned—and a nice repair bill."

■ Before the sweet rolls were gone, however, some good picture possibilities were indicated, so Mr. Clark decided to book the bear for a full-scale photographic session near Detroit the following month. He told Mr. Cuneo he could be located at his home in Bloomfield Hills.

It was a Saturday night in May, and it happened to be Bob Clark's birthday. Walking into his yard on returning from a business trip, he found the neighbors gathered for a surprise party. He had no more than started the round of greetings, when a truck horn sounded from the front driveway.

It was John Cuneo and his entire troupe—a trailer full of hungry, sleepy, protesting bears. They were not at the happy, grunting stage. They were roaring. The troupe had finished an earlier engagement, and had arrived at Clark's home for the weekend—it's hard to find accommodations for a trailerful of bears in downtown Detroit. The party was forgotten in efforts to appease the unexpected guests.

■ By Monday workday the bears had subsided somewhat, and Zero was separated from his companions to go through three days of photographic action, in a swimming pool, in fountains, and in one sequence at nearby Metropolitan Beach, on Lake St. Clair. He was controlled on a tether of high tensile strength wire.

No further attempt was made to actually place him inside a car, although he consented to have his picture taken with one. He broke away only once, visiting several Bloomfield backyards, but was coaxed back to business by a tray of apple turnovers.

One session with Zero, however, convinced the advertising men a live bear was too unpredictable. Thus endeth the second bear story. They went out in search of a reasonable facsimile, a life-size stuffed bear.

So the agency went to Hollywood in the spring of 1959 and commissioned Robert Mattey, a special effects technician at Walt Disney, to construct a polar bear that could move his legs, paws, head and spine, and could be put in a wide variety of poses. Harrison C. was built, with an aluminum skeleton and full-articulated ball joints at all flexing points. His flesh was made of plastic and foam rubber.

■ Harrison C. weighs less than his predecessor, only 80 lbs. to Zero's 800.

He went through the posing series for the 1960 Harrison campaign with no trouble, appearing at such places as the Desert Inn and Romanoff's, at Palm Springs, and on the lot at Hal Roach Studios in Culver City, suffering no observable deterioration. He is now residing in a mothproof storage vault in Detroit, awaiting next year's tour abroad, which will take him to the pyramids in Egypt and other hot spots, his mentors plan.

End of the third bear story. #

CHARMER — *Here Harrison poses with live model at Hal Roach Studios, in Culver City. Well-traveled bear also has been photographed at Romanoff's, the Desert Inn, La-Quinta Country Club.*

Four Stations Name Weed

Weed Radio Corp. has been appointed national representative for WWIL, Ft. Lauderdale, formerly handled by Rambeau, Vance, Hopple; KANS, Kansas City, formerly handled by Charles Bernard Co.; WCRT, Birmingham, which is represented in the Southeast by Weed; and WGTM, Wilson, N. C., which is represented in the South by Clarke Brown Co., a regional representative affiliated with Weed.

Kinsolving Joins BofA

Charles M. Kinsolving Jr., formerly manager of plans development of NBC, has joined the Bureau of Advertising, American Newspaper Publishers Assn., New York, as a marketing consultant. The ANPA also has named William D. Rinehart, formerly with Hearst Newspapers, director of its mechanical and service division.

Magnus Organ on CBS Radio

Magnus Organ Corp., Livingston, N. J., marked its entry into network radio advertising with the purchase of three weekly 10-minute segments of "Arthur Godfrey Time" on CBS Radio in a special pre-Christmas push. The order was placed through Wexton Co.

Newspaper Linage in October Drops by 2% from Last Year

NEW YORK, Nov. 29—A Media Records check of newspaper advertising linage in 52 cities in October showed total linage for the month at 265,797,848 lines, off 2% from October of last year. Linage for the first ten months of 1960 totaled 2.3 billion lines, a 1.6% gain over the like period in 1959.

Losses were reported in every category but financial in October. Biggest drop was in auto linage, which fell 7.6%, from 18,409,299 lines in October, 1959, to 17,012,053 lines in October of this year.

Losses were also reported in retail linage (off 0.5%); general (5.4%); total display (2%); and classified linage (2.1%).

Financial linage, at 4,843,919 lines, gained 1.3% over linage reported for October, 1959.

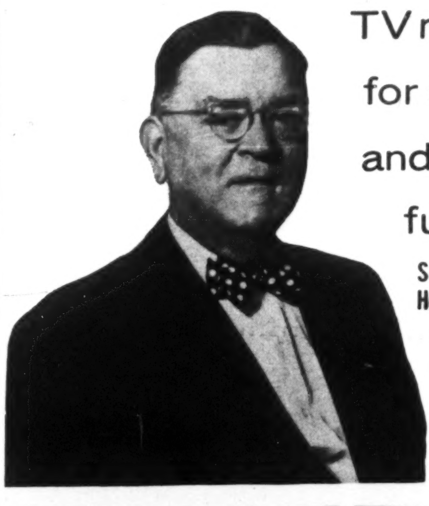
■ For the year, auto linage totaled 143,553,469 lines, a 5.5% gain over the same period in 1959. Gains were also chalked up in retail (2.7%); total display (1.4%); and classified ad linage (2.4%).

General linage, at 286,772,519 lines in the ten-month period of 1960, fell 5.7% from the preceding year. Financial linage, at 45,281,655 lines, was off 0.3% from last year. #

KATZ Names Daniels, Browne

Kelly Daniels, formerly an account executive with KATZ, St. Louis radio station, has been promoted to assistant station manager. Martin Browne has been promoted from account executive to local sales manager of the station.

National Catholic Family Magazine
QUICK sales
to LIVE prospects.
FEB. ISSUE CLOSES DEC. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony
MESSENGER



"Look South for new economic strength . . . look at the Jackson TV market area for solid growth and a sound future."

Served, 1954-1957, as
Head of Largest World-wide
Masonic Organization
(Royal Arch Masons)
TOM Q. ELLIS
Clerk, Supreme Court
of Mississippi

WLBT Hollingbery 3 | WJTV Katz 12
Serving the Jackson, Miss., Television Area

Matthews Sees 'Heady' Chances in Media Ferment

Y&R Exec Points Out New Opportunities to Admen at Insurance Conference

WASHINGTON, Dec. 2—A "ferment" in media promises "heady" opportunities for advertisers, according to William E. Matthews, vp and director of media relations and planning at Young & Rubicam.

Speaking before the Insurance Advertising Conference today, Mr. Matthews pointed out that "media have a way of rising and subsiding in force and public appreciation. To anticipate new developments is to be in a position to take advantage of the expanding value when it is most rewarding."

Magazines, he said, which have been on the defensive, "are coming up again with editorial imagination to reassert their hold on the reading public."

Newspapers have had a "new birth of color and are striving for a new approach in sales techniques and rates to serve the national advertiser," he told the group. Tv is settling down, he said, "its tremendous surge from electronic novelty to household fixture having brought it to a peak of audience size and of popular acceptance. It must now take stock of its quality, and question whether present practices in programming and scheduling are valid for future growth. Color is its significant immediate promise, but until color becomes a prevailing reality, tv must continue to seek within its present techniques new life and fresh direction."

▪ Outdoor, Mr. Matthews said, is "adapting to changing traffic and market conditions by offering special locations, rotating panel schedules, volume discounts and shorter commitments." He also noted the promise of design advances, particularly variations of three-dimensional effects and in motion. "Now is the time to explore these possibilities and encourage further experiment in construction and copy devices."

Radio, "which has been at the bottom of a tv-induced decline, is coming back," he said. "It has the facilities and the audience to claim serious consideration by national advertisers. At the moment, it is confused by instability of rates and formula programming." But signs point to improvement, he said. "As program changes are made, stations will have to set their rate bases at higher levels, but radio will continue to be an economical and flexible local medium of real impact."

▪ Mr. Matthews also pointed out that a fundamental rule of media buying is often violated. The rule: A media selection should communicate in means most fitting to the advertising message. "Colored posters are run in magazines. Magazine layouts are used in newspapers. Radio commercials are given a picture setting and put on tv," he said.

He also voiced distress that "broadcast advertising seems to have fallen upon imitative ways. Radio is all jingles; tv, simply variations of the medicine show pitch man. And in the magazines, we have gone to gimmickry."

The special spatial forms "are beginning to run their course, as with all novelties," he said. "Gatefolds, Dutch doors, French folds, multiple units, and tip-ins will certainly not disappear, but it is to be hoped," he said, "they will be used with more discrimination. #

Docs May Get Dues Hike so AMA Can Cut Reliance on Ads

(Continued from Page 1)

The last time AMA members were asked for more money was in 1950, when each member was assessed $25 a year to combat the "threat of socialized medicine." The proposed increase would raise that fee to $10 to $25 more.

▪ At a separate luncheon sponsored by the Arlington, Va., Kiwanis Club, the president of the AMA charged that most Americans don't need all the drug preparations that manufacturers are pumping into them.

Dr. E. Vincent Askey, AMA's head, first ripped into the "regularity hucksters" who peddled $149,000,000 worth of laxatives and elimination aids, most of which aren't needed.

He said, "More than 100,000,000 Americans are now addicted to such unnatural assistance for nature's work."

Dr. Askey emphasized that a daily bowel movement isn't a necessity for everyone and that trying to force one can be dangerous.

AMA's president accused patent medicine manufacturers of "large scale" swindling.

He said Americans don't need vitamin pills, wheat germ, yogurt and molasses, tranquilizers and pep pills if they eat a fairly balanced diet.

▪ The plan for a nationwide voluntary medical plan gained momentum as a defensive move in the face of efforts by President-elect John F. Kennedy to expand the social security system to include prepaid medical insurance for Social Security beneficiaries.

Under the plan approved by the doctors, AMA will seek to set up a nationwide voluntary insurance plan in cooperation with the National Assn. of Blue Shield Plans, the American Hospital Assn. and the Blue Cross Assn.

It will also "coordinate efforts" of commercial health insurance companies and seek to cooperate with medical groups in industry. No deadline was fixed for offering the new nationwide service. #

FCC Unit Sees 'No Substantial Reason' Against Pay TV Test

WASHINGTON, Dec. 1—The broadcast bureau of the Federal Communications Commission advised the commission today that there is "no substantial reason" why the public interest would not be served by granting the application of RKO-General and Zenith Radio Corp. for a pay tv test in Hartford.

The bureau's recommendations are an outgrowth of a week-long hearing on the RKO-General application, which was held before the commission in October.

"Findings of facts" were also submitted by RKO-General and New York anti-pay tv forces, and the application is now ready for a final decision by the commission.

The broadcast bureau noted that FCC has already indicated that it is willing to authorize limited local tests of pay tv, if it can be assured that efforts will be made to protect free tv and the public from serious losses. It said RKO and Zenith appear to have taken every possible precaution to comply with the letter and spirit of FCC's conditions.

▪ The broadcast bureau said advertising wouldn't be diverted from free tv, since the pay tv programs will not carry ads. It also noted RKO has promised that it will not try to divert programs which are available in Hartford on free-tv now. #

Last Minute News Flashes

Ogilvy, Hearst Negotiate Discount Buy

NEW YORK, Dec. 2—Ogilvy, Benson & Mather—named by Shell Oil Co. to handle its advertising on a fee basis—is negotiating discounts with Hearst Advertising Service, representing 11 Hearst dailies. OBM asked a 30% discount and has, in turn, offered a 20% deal "under certain conditions—not a blanket offer." Shell plans to spend nearly all of a $13,000,000 budget in newspapers.

Grant Advertising Closes Detroit Office

DETROIT, Dec. 2—Grant Advertising closed its Detroit office yesterday. Bob Boyd, account executive cleaning up agency work on the Electric Autolite Co. account as it prepares for its official move to Batten, Barton, Durstine & Osborn Jan. 1, was the only account-level person left in the office. Grant's loss this year of Autolite and Dodge, and the shifting of the Chrysler Airtemp account to its New York office, led to gradual cutbacks in its Detroit staff, which totaled 90 people last April.

Papert Adds West Coast Renault Distributors

NEW YORK, Dec. 2—Two more Renault distributors, both owned by Renault of France, have appointed Papert, Koenig, Lois to handle advertising. They are John Green Corp., El Segundo, Cal., and John Green Corp. of Northern California, South San Francisco, serving California, Nevada, Utah, and Arizona. The agency will open a West Coast office to service the account and has appointed Carl J. Ally, formerly an account group supervisor with Campbell-Ewald Co., as vp in charge. The agency also handles Renault's eastern distributor, Magna-Dolphin Motors, New York.

American Motors Names Abernathy Exec VP

DETROIT, Dec. 2—Roy A. Abernathy, who has been vp of automotive distribution and marketing of American Motors, has been promoted to exec vp responsible for all automotive and appliance distribution and marketing. He also has been named a director of the company.

McAvity to JWT as Radio-TV VP; Other Late News

• **Thomas A. McAvity**, former radio-tv vp of McCann-Erickson, has joined J. Walter Thompson Co., New York, as vp in charge of radio-tv programming, a new post (AA, Sept. 19).

• **Cott Beverage Corp.**, New Haven, will move its advertising from Cohen & Aleshire to Riedl & Freede, New York, on Jan. 1. The company said it expects to spend more than $600,000 on promotion of Cott, Mission of California, Big Giant Cola and Quiky beverages next year.

• **American Appraisal Co.**, Milwaukee, has named Cramer-Krasselt, Milwaukee, to handle its advertising and public relations, effective Jan. 15. The account, which will bill about $150,000 in '61, has been handled by Buchen Co., Chicago, since 1954. The move was made, the company said, to help meet the needs of an expansion program and to shorten the lines of communication between the home office and the agency.

• **The El Paso Herald-Post** and **Times** have joined the Texas Group (AA, Oct. 31, Nov. 7) as an optional buy.

• **Westinghouse Broadcasting Co.**, New York, reportedly is near the purchase of a major radio station in the West. At the same time, Westinghouse Electric Corp. of Canada, a wholly owned subsidiary of the U. S. Westinghouse Electric, is negotiating for the purchase of a 20% to 25% share of CKEY, Toronto radio station. It is understood that Westinghouse could sell time on CKEY, with the approval of its majority owner, Frybrook Ltd.

• **Nestle Co.**, White Plains, N. Y., will unleash a $1,000,000 promotion of its semi-sweet chocolate and butterscotch morsels at the height of the December baking season. In a tie-in with Aluminum Co. of America, Nestle will make a free butterscotch morsels offer in 116 newspapers, using four-color pages in Sunday supplements and two-color weekday ads. The companies are sharing an eight-page recipe booklet ad in *Ladies' Home Journal*, *Good Housekeeping* and *Farm Journal*.

• **Eight newspapers** subscribing to *TV Channels* are buying an interest in the Sunday tv supplement to insure its future publication. Details of the financial agreement could not be learned at press time. *TV Channels* was launched last June by Donald Komisarow, publisher.

• **Procter & Gamble Co.**, Cincinnati, has expanded distribution of Tide Redi-Paks, washing machine detergent in single packets, to the Baltimore and Harrisburg areas. Benton & Bowles, New York, is the agency.

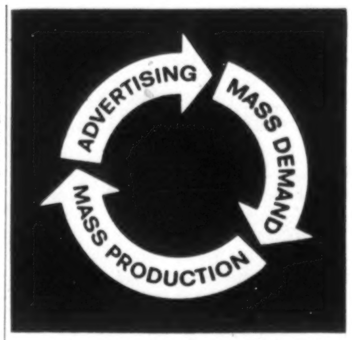
• **Dell Publishing Co.**, New York, in line with a Dec. 15 price increase from 10¢ to 15¢ in its line of comic books, has scheduled a $750,000 advertising campaign, to break about March 15. Although details of the drive are still to be worked out, Dell said the campaign will support a consumer contest for kids and will involve a "massive" tv spot campaign in major markets. In advance of the contest push, Dell will replace its seal on comic covers for trading stamps, exchangeable for a line of gifts. Fuller & Smith & Ross will handle the advertising.

• **Leonard V. Colson**, formerly vp of Pharmacraft Laboratories, has joined J. B. Williams Co. (formerly Pharmaceuticals Inc.), New York, as director of marketing for the toiletries division, succeeding Hal Grafer.

• **American Federation of Television & Radio Artists and Screen Actors Guild** have reached an agreement with the tv networks, agencies, and independent producers in substantially all areas of dispute. Agreement must now be voted upon by the respective memberships.

• **McKesson & Robbins**, New York, has appointed Maxon Inc. to handle its drug advertising, effective Jan. 1. The account, now at Dancer-Fitzgerald-Sample, covers more than 200 proprietary products and McKesson's wholesale drug department. Billings are an estimated $1,700,000.

• **American Aviation Publications**, Washington, is negotiating to buy *Skyways* from Henry Publishing Co., New York. The magazine, serving the business aircraft market, would be continued as a separate publication, companion to AAP's *Airlift*, which serves the worldwide air transport market. Joint rates may be announced.



Let's Keep Rolling Ahead

SYMBOL—*The Advertising Federation of America and the Advertising Assn. of the West will use this campaign emblem in promotion for National Advertising Week, Feb. 5-11.*

FDA Readies Rules for Promotions of Drugs to Doctors

WASHINGTON, Dec. 1—The way was reported to be cleared today for the Food & Drug Administration to adopt new regulations tightening up on the promotional materials which drug companies send to the medical profession.

Under the rules, which may be announced next week, promotional material circulated to doctors will have to contain many of the same warnings that FDA already requires in the official technical brochure which is issued for each prescription drug.

The new rule is an outgrowth of Kefauver committee investigations into drug promotions. After the committee turned up instances in which promotional materials for several drugs omitted important warning statements, FDA circulated proposed new regulations which specify that a drug company can lose its license to market a prescription drug if promotional materials differ substantially from the official "brochure" (AA, July 25).

Several portions of the "tougher" drug rules involving closer FDA supervision over production facilities have been in effect since last fall. Proposals to tighten up on promotion materials were "suspended" for conferences with the American Medical Assn. and drug companies. #

NAB Warns Stations FCC Will Act when Spot Total Zooms

WASHINGTON, Dec. 1—The National Assn. of Broadcasters cautioned its members today that the Federal Communications Commission "flags" for investigation stations which report 1,000 or more spot announcements in a composite week.

The investigation does not necessarily lead to a formal hearing, NAB said, but the study involves all aspects of the station's operation before approval for license renewal is granted.

The memo to NAB members followed a meeting between executives of the association and representatives of the FCC. The meeting was called because several stations have received inquiries from FCC recently after reporting that they carry 1,000 or more spot announcements in a composite week.

John F. Meagher, NAB vp for radio, said in cases where it finds a sharp difference in the number of announcements or in other aspects of programming from the proposals submitted in the station's application, the commission usually asks the station for an explanation. #

Magazines Serve 'Realistic' Folk, Seminar Is Told

(Continued from Page 1)

Called "The Psychological Difference," it represents the second half of the study MAB made with Market Research Co. of America a year ago. The complete study is due for release in late January, and the highlights shown today for discussion were almost wholly non-competitive, although the differences in influence among various media will ultimately be perhaps the most significant part of the study so far as admen are concerned.

Participating in the discussion were John F. Maloney, *Reader's Digest* and chairman of the MAB research committee; Professors Peter H. Rossi and Elihu Katz, the University of Chicago sociologists who consulted on the study; G. A. Bradford, General Electric Co., consultant on advertising and sales promotion; Alfred A. Whittaker, vp and director of advertising for Bristol-Myers products division of Bristol-Myers; and James F. Egan, senior vp in charge of creative services at Doherty, Clifford, Steers & Shenfield. Richard H. Ostheimer, market research director of *Life*, was moderator.

▪ The highlights from the study included: It is a survey of 3,865 households, done in April of 1960; it deals with household heads who divided their areas of interest in a variety of activities, like travel, child rearing, home improvement, etc., and divides the respondents into "less interested," "as interested" and "more interested" groupings.

It indicates that the "more interested" households—about one-fourth of the sample—were more heavily influenced by magazines; that they tend to get far more information from magazines than from other media.

The study also indicates degrees of community and social activity, which shows a high correlation with magazine exposure. The report indicates some interesting marketing information—like interest in and receptivity to new products. It shows an overwhelmingly favorable reaction to magazine editorial and to magazine advertising.

In a preliminary session, Mr. Rossi said he believed the study was interesting as an attempt to pin down the ways different media are used by people; that it represented a study of the use of media by people in the pursuit of different goals, rather than a study of a medium's "effect" on people.

▪ He emphasized the methodological innovation by which people, who had been asked where they acquired information leading them to make a decision, were interrogated in detail to substantiate the facts of the decision. Where the respondents could not substantiate the decision in considerable detail, they were thrown out of the report, but a surprisingly high 70% to 80% could recall the details necessary.

Mr. Katz thought the study was interesting in its demonstration of "interpersonal networks of communication." He thought it showed how people use media, and how media feed their interests. He emphasized the "multiplier effect" gained from reaching "influentials," whose opinions reach and influence others, and he pointed out that influential and gregarious people seem more likely to get recent information on a variety of subjects from magazines.

He suggested that magazines seem to feed "realistic interests," interests of the real world in which the respondents live, and he proceeded to point out that television seems to reach more people in the low end of the gregarious and community activity scale, and that television seems to represent escape, and to be unrelated to everyday activities.

YOU GET THAT HAPPY BLENDING IN ALL 6 DEL MONTE JUICE DRINKS
PINEAPPLE-GRAPEFRUIT
PINEAPPLE-ORANGE
PINEAPPLE-APRICOT
PINEAPPLE-PEAR
ORANGE-APRICOT
Del Monte
PINEAPPLE-GRAPEFRUIT Juice drink
NO ONE BLENDS FRESH FRUIT FLAVORS QUITE LIKE DEL MONTE DOES
THAT'S WHY NO OTHER BRAND IS QUITE LIKE THE ORIGINAL PINEAPPLE-GRAPEFRUIT JUICE DRINK... DEL MONTE. IT'S THE BEST-KNOWN, BEST-LIKED... AMERICA'S BEST-SELLER BY FAR
JUST WHAT YOU'VE ALWAYS WANTED
A pink Jeep and a polka dot sailboat
HERE ARE MY ANSWERS FOR THE READER'S DIGEST-DEL MONTE "Pink Jeep, Sailboat and Trailer" Contest
QUESTION:
MY ANSWER:
QUESTION:
MY ANSWER:
Name
Store Name
Address

ATTENTION, GROCERS—*To merchandise a new exclusive Del Monte campaign scheduled for its December, January, February and March issues, the Reader's Digest is conducting a contest for the grocery trade, awarding a pink jeep and a polka dot sailboat to the grocer who comes the closest to guessing its February print order. California Packing Corp., in its first use of the Reader's Digest U. S. edition, will run four-color one-and-one-half-page advertisements in the four issues to promote its five fruit juice drinks. McCann-Erickson, Los Angeles, is the agency.*

▪ Following the formal preview at today's magazine seminar, the psychological study drew some critical comments during a panel discussion between the psychologists and some admen.

G. A. Bradford of General Electric Co. thought there were "some broad and dangerous generalizations" in the study, particularly where it touched on the informational aspects of magazines. Mr. Bradford said that in his opinion, the function of informing the consumer is not solely confined to magazines. He said other media, including fm radio, television, and paperbacks also inform.

Mr. Whittaker of Bristol-Myers wondered whether the results of the study—favorable to magazines—would be different if the criteria used in interviews were changed.

▪ Highlighting the morning session was a presentation by L. E. Purvis, president of Gallup & Robinson Inc., a new study called "Strengths & Weaknesses of Magazines & Television."

Mr. Purvis said that his analysis indicated that magazines were most effective in communicating beauty, style and appetite appeal; package identification; and registering many sales points or ideas. Television, he said, scored well in product demonstration; in its use of people to tell an advertising story; and in its performance with ads aimed at a sex not normally associated with a particular product.

Mr. Purvis prefaced the presentation with assurance that the study was not intended to make a competitive comparison of the two media, but was designed to "show particularly how magazine advertising can be improved by further exploitation of some of the medium's inherent strengths and how it can overcome some of its limitations."

▪ Mr. Purvis led off the presentation by noting the "inherent difference" between magazines and tv. Television, he said, is primarily a "quasi-captive medium," while magazines are a "selective medium."

Citing some public opinion polls on consumer preference for magazine versus tv ads, he said that while most respondents could see no difference in the quality of products advertised in the two media, many indicated that they prefer print ads to electronic ones.

"These differences favoring magazines seem to be a function of the captive nature of tv and the selective nature of magazines," he said.

▪ On "relative strength" of magazines and tv, Mr. Purvis ticked off areas where respective strength and weakness can be measured. These included:

1. Product visualization—Because of the importance of color in advertising various kinds of products, the availability of color to the magazine advertiser gives his message an edge over b&w tv commercials, particularly when the emphasis is on communication of beauty, style and appetite appeal. To support this theory, Mr. Purvis showed sample magazine ads which scored high in these areas. "There seems to be yet another advantage for the magazine advertiser, whether he uses color or b&w," he continued. "This advantage seems to stem from the opportunity for the magazine advertiser to stop the camera and in so doing permit the reader to concentrate on beauty and style." He added that magazines also outscored tv in the area of package identification, since it registered more details with the reader.

2. Demonstration—Mr. Purvis said that while demonstrations of product advantage score well above average in both magazine and tv advertising, television scored "appreciably higher." He attributed this to tv's ability to show motion. Print advertisers can overcome this to some degree, however, by use of photography to give the effect of motion.

3. Number of ideas—Mr. Purvis said magazines outscore tv in getting across ideas or sales points because of the "controlling physical difference between the two media." A magazine reader may look at an ad as long as he chooses while a television viewer is limited in the time he can watch a commercial, he said. Also, while "addition of sales ideas to a magazine ad tends to increase substantially the communication of sales ideas, in tv advertising the addition of sales ideas tends to produce little increase in idea registration by the consumer." He added that when four ideas or less are featured in an ad, magazines and tv score about equally in idea registration. The gap widens, however, when additional sales points are included in the ad.

4. Narrative treatments—Mr. Purvis gave tv the edge in this area. "Television, by its nature as a medium, provides an opportunity to develop a situation—to tell a story with a beginning, a middle, and an end," he said. On the other hand, he continued, "magazine ad illustrations require unusual ingenuity and care to overcome the limitations of space and the lack of motion in narrative treatments." He said one way to overcome lack of motion in magazine ads is to utilize the storyboard technique to give the effect of story movement to a still-life ad.

5. Differences in impact among men and women—Mr. Purvis said that the selective characteristic of magazines seems to operate as a disadvantage in this area. He said tv scored very high in impact on women for a "men-directed" product like autos and vice-versa. He said tv also scores high among the "non-directed sex"—ads that are not directed specifically at either male or female. "On the average," he continued, "tv commercials perform better than magazine ads among the non-directed sex. It appears that tv offers less of a problem to the advertiser who is seeking to attract the sex not normally associated with his product."

▪ Leading off the morning session was a panel discussion on successful uses of magazine advertising. Robert E. Johnson, senior vp of United Air Lines, credited magazines with helping his company regain its position as top passenger carrier, a spot it lost in 1959 as the result of a switchover to jet aircraft.

He said that while most airline ad money currently goes to newspapers and spot radio because of the concentration of jet travel in larger cities, magazines could expect an increasingly heavy share of airline expenditures as the emphasis shifts from local to national coverage over the next five years. Meantime, regional editions of magazines enable United to "talk regionally" to its prospects.

▪ Next to the podium came John H. Kornblith, vp of Joseph & Feiss Inc., who startled his audience with some rather caustic comments on his own field—the men's clothing industry.

"Our tribe cut itself off from the rest of the world 30 years ago," said Mr. Kornblith. "I am in the men's clothing industry, a large industry made up of many medium-size or smaller firms. Without doubt it is the single sleepiest business in America today.

"Few of you," Mr. Kornblith continued, "could possibly be interested in men's wear. In that, you don't differ much from most of the people in the industry itself. Apathy is the middle name of our industry."

He explained how his own company has managed to stay awake over the past few years. By its use of magazines, which he called "salvation to the small-budget advertiser with big ideas," Joseph & Feiss and its subsidiary, Cricketeer Clothes, launched what he termed a new and exciting clothing concept in a "dead tired" industry. As the result of a campaign in *Playboy*, he said, Cricketeers annual business climbed from $2,000,000 in 1957 to $8,000,000 this year, he reported.

Wallace W. Elton, vp of J. Walter Thompson Co. and account supervisor on Ford Motor Co., gave the audience a rundown on Ford's 36-page insert in *Reader's Digest* last year. He called results of the insert "fantastic."

▪ The story of why Bulova Watch Co. stayed out of magazines for nearly 30 years was told by Tad Jeffery, vp and advertising director.

Mr. Jeffery said Bulova withdrew from the medium on the orders of the late head of the company, Arne Bulova. Some 30 years ago, Mr. Jeffery explained, Bulova maintained an observatory atop a skyscraper at 580 Fifth Ave. in New York. The observatory, according to Mr. Jeffery, was the "brainchild" of Mr. Bulova. It was used to support an ad claim then made by the company that its watches were "timed by the stars." One of the magazines on the Bulova list—which Mr. Jeffery did not identify—sent a reporter around to check the observatory.

When Mr. Bulova saw the reporter's story in print, he ordered that Bulova withdraw from all magazines and never run another print ad. Almost 30 years of heavy concentration in spot radio followed.

"A few ad managers over the years were rash enough to sneak in a few magazine ads while Mr. Bulova was in Europe or somewhere, but the ads didn't last long and neither did the ad managers," he recalled. At any rate, Mr. Jeffery said, Bulova has returned to print media and will continue to use magazines.

The story of the phenomenal rise of Mead Johnson & Co.'s Metrecal, and the part magazines played in the product's success, was related by Joseph Genster, general manager of the Metrecal division of Mead Johnson, and W. Lee Abbott, vp of Kenyon & Eckhardt, consumer agency for Metrecal. *(For a complete wrapup of the burgeoning diet industry see Page 104.)* #

Kenath Sponsel, Agency, Publishing Veteran, Is Dead

NEW YORK, Nov. 29—Kenath T. Sponsel, a veteran adman last with Statistical Tabulating Corp. here, died of a heart attack Nov. 22 at Bay Shore, L. I.

Mr. Sponsel, once with Curtis Publishing Co. and with the old Blackett-Sample-Hummert agency, came to New York from Chicago in 1945 as vp of Foote, Cone & Belding. Later he moved to the old W. Earl Bothwell agency, then to the old Erwin, Wasey & Co. He joined the old Hilton & Riggio as a vp and plans board member in 1957; later that year he moved to Blaine-Thompson. In 1959 he joined Drake Publishing Co. (*Coupon Magazine*) as vp and eastern manager.

OTTO W. RENNER JR.

PHILADELPHIA, Nov. 29—Otto W. Renner Jr., 49, president of Renner Inc., industrial advertising agency and technical publications company, died Nov. 27 in an automobile accident.

Mr. Renner was a member of the Poor Richard Club, Eastern Industrial Advertisers and the Franklin Institute.

Original tool for hard sell

In its day, the tomahawk was a most effective persuader. Its message penetrated the thickest skulls.

The tomahawk is obsolete, but the "pound-it-into-the-skull" approach lives on—in the so-called "hard sell" school of advertising.

At K&E, we don't believe the question is one of hard sell versus soft sell—but rather of *effective sell.* Here is the way our Book of Creative Standards puts it:

"The hardest selling is simply persuasion. To persuade means to present ideas so provocatively that *people will make up their own minds in favor of the product.*

"Advertising that does this is hard sell no matter how temperate its approach. And advertising that people reject, no matter how noisy, is as soft as butter."

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards

McGraw-Hill to Add $25,000,000 F. W. Dodge Corp.

(Continued from Page 2)

as "Dodge Reports"—offered contracts whereby clients employed the news operation to gather material aimed at their individual needs.

■ Mr. Dodge tested his market in the fall of 1891 with a partner named Forbush, and in 1892 formed Dodge & Forbush Co. Mr. Forbush left the operation in 1894, and Mr. Dodge sold a quarter interest in the business to his step-father, Edward T. Miller. The company then became F. W. Dodge & Co.

Meanwhile, in 1891, Clinton W. Sweet, a New York business man and publisher, started a magazine called *Architectural Record*. Earlier, in 1868, he had launched *Real Estate Record & Builders' Guide*, a weekly, and had made it successful. The versatile Mr. Sweet also had made a success of a business of manufacturing overalls, which still survives.

Sweet's Record & Guide moved, in 1894, into daily reports on construction, and in 1896 he organized the daily news business as a separate corporation, U. S. Building News Co.

■ Then, in July, 1896, Mr. Sweet and Mr. Dodge merged—on a 50-50 basis—and the new corporation of F. W. Dodge Co. was formed. It took over the two news operations and bought a third one. Mr. Sweet's two magazines were not involved in the merger, continuing as a separate enterprise.

In 1906, the first issue of *Sweet's Indexed Catalog of Building Construction* was published. It carried 760 catalog pages and was so successful that a second edition was planned in 1907.

Before that happened, Mr. Sweet, then 65, sold his two magazines, *Architectural Record* and *Record & Guide*, and the new catalog service to F. W. Dodge Co. Mr. Sweet and Henry W. Desmond, editor of *Architectural Record*, whose idea the catalog had been, jointly owned a half interest in the holding company. The other half was owned by Mr. Dodge and his half-brother, Franklin T. Miller. This was the second phase of the Dodge-Sweet merger.

■ In 1912, the F. W. Dodge Co. bought Mr. Sweet's and Mr. Desmond's share. And in 1913, Mr. Dodge brought his properties together at the present address, 119 W. 40th St.

In 1915, when Mr. Dodge died, he had not consolidated his seven subsidiary corporations into one organization. The business then became a family operation: Mr. Dodge's 75% interest was willed to his widow; the other 25% remained with Franklin T. Miller.

The majority and minority owners had a number of policy disagreements, and, in 1923, the two heirs sold the business to a syndicate comprised of 12 company employes and nine members of the company's legal counsel. The resulting company was chartered as F. W. Dodge Corp. It then acquired F. W. Dodge Co. and its subsidiaries.

In 1956, Dodge expanded by purchasing Modern Hospital Publishing Co. and Hospital Purchasing File Inc. This brought Dodge three magazines: *Modern Hospital, Nation's Schools* and *College & University Business*, plus a technical catalog service. In 1957, the company began issuing monthly construction contract statistics with coverage of all 48 states. #

PRESTIGE LINE—*Glenmore Distilleries Co.'s four-color consumer magazine spread boasts that its products are "so good—we wish we could gift-wrap every drop."*

'Sunday Times' to BBDO; Launches New Outdoor Campaign

LONDON, Nov. 29—Roy Thomson, the dynamic Canadian who is now a power in British publishing and television, has appointed Batten, Barton, Durstine & Osborn here to handle promotion for the *Sunday Times*.

A national poster campaign launched this month sets a new style for this kind of operation. Other campaigns, now in the works, will use national newspapers, magazines and commercial television to promote the paper.

Patrick Dolan, chairman of BBDO London, said of the posters: "We are particularly proud of them. We think this is the best newspaper poster campaign to have appeared in the United Kingdom and there is a great deal of care and thought behind it.

■ "Firstly, copy lines were selected to pinpoint the appeal of the *Sunday Times*; secondly, the modern art treatment was designed to attract the young and intelligent market; and, thirdly, we have adopted a technique of doubling and tripling 16 sheets on 48-sheet sites."

Two basic sizes of posters are being used—16 sheet (10′ by 6′ 8″) and double crown (40″ by 30″).

The 16-sheet sizes are already being posted nationally in a 20-week campaign, using nearly 1,500 sites all over the country. They are appearing singly, in pairs or in threes. As there are six designs it will be possible to work an almost unlimited number of permutations in the larger displays.

Each poster carries the logotype of the newspaper across the bottom. At the top it has a one-word appeal: Perceptive, Lively, Alert, Accurate, Entertaining, and Provocative. Each of these appeals is illustrated in a bold contemporary style.

■ The smaller double-crown posters will be used on about 2,000 sites on the London subway system for a 26-week period starting Dec. 1.

The BBDO creative team on the account consisted of Syd Whitcombe, agency creative boss; Ken Martin, art director; and Patrick Tilley, free lance artist. #

Minneapolis Dailies Hike Home Delivery Price

The *Minneapolis Star* and *Tribune* have raised their weekly home delivery rates in the A.B.C. retail trading zone and "all other" classifications from 30¢ to 35¢. Price of the *Minneapolis Sunday Tribune* remains at 20¢ per copy. In September, weekly subscription rates for the two newspapers were increased from 30¢ to 35¢ in the A.B.C. city zone and single copy price was raised from 5¢ to 7¢.

Glenmore Drive Pushes 5 Brands

LOUISVILLE, Nov. 29—Glenmore Distilleries Co. will kick off the largest ad and merchandising campaign in its history next week, starting with a four-color spread in the Dec. 5 issue of *Sports Illustrated*.

Featuring the new line of gift wraps developed by Susan Crane, of Dallas, the color spread will also run in *Look* (Dec. 6), *Holiday* (Dec. 12) and in the December issue of *Ebony*.

A heavy schedule of two-color and b&w 1,000-line newspaper ads in over 40 major markets will support the magazine campaign. In addition, four-page, four-color inserts are scheduled for trade publications.

■ The top brands featured in the Glenmore campaign are Old Kentucky Tavern and Old Glenmore Silver Label bourbons, Old Thompson blended whisky, and House of Lords and King's Ransom scotches.

Grey Advertising, New York, is the agency. #

Screen Gems Sells 275 Post-'48 Films to CBS Stations

Screen Gems, New York, the tv syndication arm of Columbia Pictures, has sold a package of 275 Columbia motion pictures, most of them post-1948 releases, to the five tv stations owned by CBS. The sale, said to amount to over $12,000,000, marks the studio's first release of post-'48s to television. The CBS-owned stations are WCBS-TV, New York; WCAU-TV, Philadelphia; WBBM-TV, Chicago; KNXT, Los Angeles, and KMOX-TV, St. Louis.

Two hundred of the group are of post-'48 vintage. Among them are: "All the King's Men," "Born Yesterday," "The Caine Mutiny," "Death of a Salesman," "Solid Gold Cadillac," and "The Last Hurrah." In another major tv-movie pact, WOR-TV, New York, purchased over 200 feature films, many of them produced after 1950.

Y&R Gets Quaker Sugar

National Sugar Refining Co., New York, will move its Quaker cane sugar account to Young & Rubicam, effective Feb. 1. The account is currently with Arndt, Preston, Chapin, Lamb & Keen. Y&R also handles the company's Jack Frost cane sugars. National Sugar has one other agency, Fitzgerald Advertising, New Orleans, which handles its Godchaux products.

Weber, Cohn Open Offices

Earl M. Weber and Ronald I. Cohn have opened their own agency, Weber-Cohn Inc., with offices at 400 W. Madison St., Chicago. Both formerly were executives with George S. Sandler Inc., Chicago agency.

Food Prices Will Be Stable in '61, Three Executives Predict

MIAMI BEACH, Nov. 29—Insofar as food prices are concerned, the lady of the house is going to get a break next year. That's the official word from the heads of three of the nation's largest food chains.

The predictions were made by T. C. Butler, of Grand Union Co.; A. D. Davis, of Winn-Dixie Stores, and George Jenkins, of Publix Markets, attending the 27th annual convention of the National Assn. of Food Chains.

"In looking ahead," said Mr. Butler, "it appears to me that prices will be steady and even decline in the months ahead. Prospects are for a good crop and there's always the hope that new efficiencies in food handling and productivity will bring a reduction in prices."

■ Said Mr. Davis: "Food prices are very stable and although cited more often in discussions of high prices, have really risen far less in the last 10 years than non-food items."

"Morale in our stores," Mr. Jenkins told ADVERTISING AGE, "is better as a result of wage increases, and this has brought about more efficiency on the part of workers."

The trio were of the opinion that the cost-of-living index, which hit a record high in October, will decline if food prices are what's keeping it up.

As to supermarket operations, all three agreed:

• That trading stamps are here to stay and, if anything, are getting more popular.

• That pre-packaging of food will continue to increase, both to protect perishables and make items more attractive to the consumer.

• That supermarkets built in the future will follow the growth pattern or shifts in population rather than be constructed in areas now fully developed.

■ C. D. Jackson, publisher of *Life*, told the delegates that discontent in Russia over the difficulties and inconvenience to the individual in obtaining daily food supplies probably represent the greatest dilemma facing Nikita Khrushchev.

He said that there is plenty of food in Russia, but the method of distributing it to the people is "incredibly inefficient." He added that he has observed continuing discontent among the Russian people over this.

■ The entry of the discount house in grocery products merchandising was also a major topic of discussion by the delegates.

"The discount house," said Neil McElroy, board chairman of Procter & Gamble, "will not be the last of the new types of competition your industry will face, and as you consider measures of meeting any new competition before it develops, I would think that one of the decisions you would need to make would be on the point of the relative vulnerability of the business of a chain that is heavily weighted with private label volume, as compared with a chain which keeps these in reasoned balance."

■ At the concluding session of the convention, Paul J. Crupp, president of American Stores Co., Philadelphia, was elected chairman of the board of directors of the association, succeeding Claude W. Edwards, of Alpha Beta Food Markets, La Habra, Cal.

John A. Logan, of Washington, D. C., was reelected association president and will serve until he retires in February. #

Alabama Drafts Liquor Ad Code

Proposed Law Would 'Eliminate Eye-Catching Ideas' Now Used in Ads

MONTGOMERY, ALA., Nov. 29—Legislation is being drafted to be offered in 1961 which would require state approval of all liquor advertisements published in Alabama newspapers, Gov. John Patterson has announced.

The chief executive said the proposed advertising code would be presented to the legislature if the newspapers refused to voluntarily agree to some form of control.

Gov. Patterson said he had called on the daily newspapers several weeks ago to make a survey to see what effect liquor advertising had on juvenile delinquency.

"Apparently no such survey has been made nor do the newspapers intend to make any," the governor declared.

■ Gov. Patterson said he got the idea of an advertising code while attending a liquor board convention in Miami a few days ago.

"Such a plan is now in effect in Ontario, Canada, and it is working well," he said. "Such a code would eliminate all the fancy, eye-catching ideas now used in liquor advertisements. It would limit the size and number of liquor ads. Under the plan, the newspapers would be required to submit the mats to the Alabama ABC Board for approval before being published.

"My suggestion, made several weeks ago to outlaw liquor advertising, has prompted favorable response from throughout Alabama," the governor continued.

■ Asked by reporters if he felt advertising of liquor more detrimental to juveniles than the sale of it by the state, Gov. Patterson replied, "No comment."

The chief executive was then asked specifically if he favored outlawing the sale of liquor throughout Alabama. His reply:

"I have no comment on that."

Informed sources here say the state now collects some $15,000,000 a year from the sale of liquor, most of it earmarked for old age pensions. #

Lewis & Gilman Adds Two

C. H. Wheeler Co., Philadelphia, and Griscom-Russell Co., Massillon, O., manufacturers of steam condensers, heat transfer and vacuum process equipment, marine condensers and auxiliary equipment and pumps, have appointed Lewis & Gilman, Philadelphia, to handle their advertising. T. K. Thompson Associates, King of Prussia, Pa., formerly handled the Wheeler account.

Meltzer Gets Fiat Account

Chrysler Corp. of Canada, Windsor, has appointed Richard N. Meltzer Advertising, Detroit, to handle its advertising for Fiat automotive products in Canada, effective Jan. 1. Spitzer & Mills & Bates, Toronto, is presently handling the account. Meltzer continues to handle advertising for Simca cars both in Canada and the U.S.

Watkins Works on 'Greatest'

Julian L. Watkins, who put out the book, "The 100 Greatest Advertisements—Who Wrote Them & What They Did," has been commissioned by the *Reader's Digest* to compile a book called "The 100 Greatest Advertisements—From the *Reader's Digest*, 1955-1960." The new book will be coming out in the spring of 1961.

JWT Overseas to Bill $120,000,000; McCann Expects 30% Gain for 1960

JWT's Meek Calls 1960 'Best Year,' Predicts '61 Overseas Gain, Too

NEW YORK, Nov. 29—"The greatest growth year in our history."

This is the way Samuel W. Meek characterized the 1960 international business of J. Walter Thompson Co. in an interview here yesterday.

Mr. Meek, vice-chairman of JWT, reported that the agency's overseas business is "wonderful." Thompson now has 37 offices outside the U.S. and Mr. Meek said: "There isn't a Thompson office anywhere that is not doing better this year than last year."

Mr. Meek also predicted that the 1961 story will be the same—business up everywhere.

■ On the basis of this report, it seems safe to assume that JWT's international billings will be up $15,000,000 to $20,000,000 this year —if not more.

The agency added $13,000,000 of international billings in 1959, thereby crossing the $100,000,000 mark for the first time. International billings in 1958 were an estimated $88,000,000. The 1960 figure seems likely to be in excess of $120,000,000.

In 1959, there were only six agencies which billed more than $120,000,000 in the U.S.

■ Backing up Mr. Meek's enthusiastic report was Paul Albright, assistant treasurer of JWT, who has just returned from visits to every Thompson office in Europe.

Mr. Albright reported that all the European offices were enjoying good years. In Frankfurt, for example, JWT now has some 300 employes, Mr. Albright said. Two years ago this office had a complement of 150. Thompson billings in Germany are now believed to exceed $10,000,000.

In London, where the agency's billings are well in excess of $30,000,000, business is up "substantially" this year, Mr. Meek said.

■ Contributing to the international billings surge this year is Mead Johnson's sensational-selling weight control product, Metrecal, which JWT is handling in some 20 overseas markets.

Mr. Albright was one of the first of JWT's U.S. executives to visit the agency's newest office—in Vienna. This office was opened last month by an Austrian adman, Jens von Leutzendorf. It is an offshoot of the booming German office and was opened in response to client needs.

Ford Motor and Lever Bros. are Vienna's first two clients. The office will also be placing advertising soon for Eastman Kodak.

■ Mr. Meek, who has spent 35 years with JWT, took advantage of the occasion to reiterate some of the basic principles of Thompson's international operations.

"We are not interested in running a lot of little agencies everywhere," he said. "Our business is the business of our clients. We have offices abroad to provide a service for those of our clients who wish to take advantage of it.

"Of course, if these offices do a good enough job—and I'm on their neck if they don't—they will inevitably attract local clients."

■ Mr. Meek also emphasized that Thompson does not believe in maintaining a big international department in New York. Instead, he explained, the agency seeks to build strong offices in the field.

These local offices are intended to stand on their own two feet. "We are never strong enough to support a weak manager," he pointed out.

Mr. Meek expressed the view that the European Common Market will have important consequences in the international agency field. He believes it will result in manufacturers consolidating their advertising with one agency. He also expects it to lead to European-wide expansion by local agencies.

Thompson has a steady stream of visitors from overseas in its New York office—and this week was no exception. Among those here today were William Hinks, chairman of the British company, and Tom Carruthers, a manager in Australia. #

McCann's International Billings May Go Up to $100,000,000 This Year

NEW YORK, Nov. 30—McCann-Erickson will chalk up more than $90,000,000 in international billings this year. When all the figures are in, the total may reach $100,000,000.

This was the word today as McCann rang down the curtain on a three-week seminar attended by 20 executives from overseas offices.

Armando Sarmento, president of McCann-Erickson Corp. (International), estimated that the agency will record an international billings increase of at least 30% in 1960.

McCann had international billings of $58,000,000 in 1958 and $73,000,000 in 1959.

Mr. Sarmento, who formerly headed up McCann's Brazilian operations, was enthusiastic about the seminar concluded here today. This marked a change in the agency's approach to training and orientation of overseas people.

■ Previously, McCann had its overseas people coming to the U.S. throughout the year and the agency then had the perpetual task of arranging meetings with key executives of the American company. This, Mr. Sarmento pointed out, took up valuable time of the U.S. executives. Also, the "right person" was not always available at the "right time."

Under the new plan, McCann will hold a well-organized seminar once or twice a year and during this period the overseas visitors will be exposed to the latest developments in U.S. advertising and in McCann practice, as presented by top agency personnel. For example, in the seminar just concluded, Marion Harper Jr., president of the agency, devoted a half day to talking to the overseas people and answering questions. In a session on creativity, the visitors heard from Roger Purdom and Margot Sherman. Emerson Foote talked about client-agency relationships. Robert Healey addressed the session on agency management. Don Armstrong talked on research and Dan Kinley spoke on marketing.

■ Mr. Sarmento reported that one of the big advantages of this group-type meeting is the opportunity to compare notes. "Everyone gains a tremendous respect for each other's operations," he said.

The seminar plan will also enable McCann to insure greater uniformity of operations in overseas offices. He said that one of his strong impressions from the seminar was that although conditions vary from country to country, a McCann office is a McCann office, wherever it is, and it tends to attack a problem in a similar manner.

The largest block of time at the seminar—three days—was devoted to creativity. In terms of questions asked by the overseas people, there seemed to be a great interest in television, Mr. Sarmento reported.

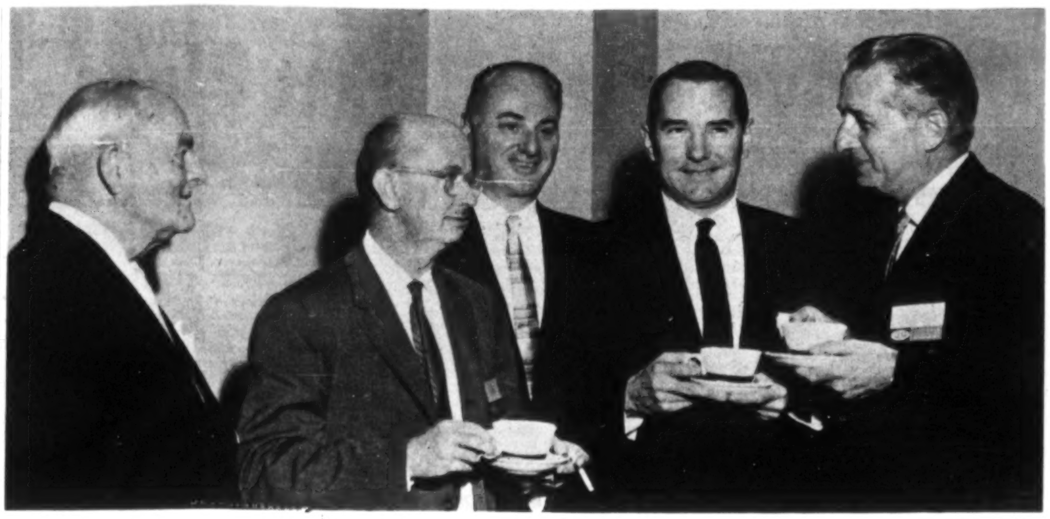
■ The 20 overseas visitors will attend a McCann managers meeting here tomorrow and then many of them will be staying in this country for another two weeks to visit clients and other offices. Thus, for most of these people, it will have meant a five-week absence from their offices.

Among the McCann executives attending the seminar were nine office managers, including John Caminer, head of the agency's newest European office—in Milan. Mr. Caminer reported that the Italian office is doing fine and already has 30 employes.

Other office heads here were: Emil Farhat, president of McCann's Brazilian subsidiary; David Monteiro, president of Multi-Propaganda, Sao Paulo (the McCann-Marschalk of Brazil); Alberto Betancourt, Caracas (he's no relation to the Venezuelan president); Eduardo Arango, general manager in Colombia; Roland Welch, Mexico City; Jan Reitsma, general manager in the Netherlands; Andre Hankard, Brussels; and Dario Iriarte, San Juan.

Mr. Iriarte is the agency's newest office manager. He was McCann's last manager in Cuba before the Castro government took over the Havana office. In Puerto Rico, he replaced Harlan McFaden, who has left the agency.

■ Others attending the seminar were Geraldo Santos, group head in Sao Paulo; Arthur Cesar, director of Marplan Ltd. in Brazil; Enrique Costa, manager of the research department in Buenos Aires; Enrique Escalona, group head in Cali; Arthur Hansa, group head in Cologne; Frank Brickman and David Bernstein, account executive and deputy creative director, respectively, in London; Regis de Rocquigny and Jean Renneson, group heads in Paris; and Joy Young, media department in Sydney. #



Nichols Bachelder Davis Hill Perrottet

NBP MEETING—*Relaxing at the San Francisco regional conference of National Business Publications last month were George S. Nichols, president, Blanchard-Nichols; Joseph E. Bachelder, director, Industrial Advertising Research Institute; John W. Davis, media director, Honig-Cooper & Harrington; Robert G. Hill, advertising manager, Columbia-Geneva steel division, U.S. Steel Corp.; Louis J. Perrottet, board chairman, NBP, and vp, Conover-Mast Publications.*

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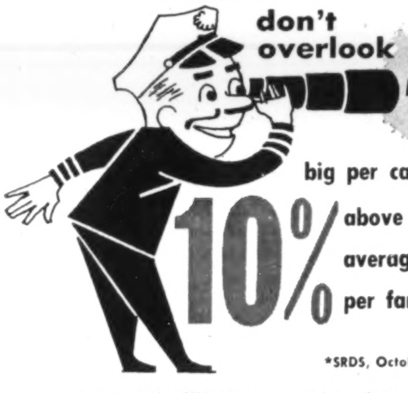
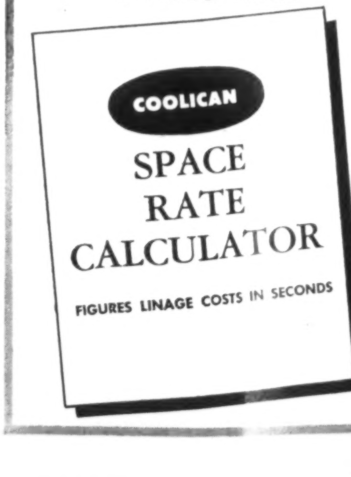


don't overlook MUNCIE'S MONEY-MAKING MARKET

big per capita income 10% above the national average . . . over $5,400.00* per family.

*SRDS, October 15, 1959

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company



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Only $2.50 Plus postage

Quantity Discounts: 25-49, 10% off; 50-99, 15% off; 100-500, 20% off.
Send Check or Money Order for $2.50 plus 6¢ postage to:
THE COOLICANS, INC., DENISON BLDG., SYRACUSE 2, N. Y.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

SPACE SALESMAN YOUTH FIELD
National magazine has Chicago opening for experienced man. Consumer sales experience in midwest preferred. Send full resume to:

Box 4332, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MERCHANDISING MANAGER
Creative doer needed to prepare broadsides, stuffers, catalog sheets, dealer presentations, and point of purchase material for rapidly expanding consumer line. Product sold through distributors, dealers and chains to consumers. Channels include drug, hardware, automotive, and variety stores. Must be able to write snappy copy and make good rough layouts. Should have background and experience to play on the first team in a fast league. Age 28-40. Apply to Advertising Manager, **P. R. Mallory & Co. Inc., 3029 East Washington Street, Indianapolis, Indiana.**

MOLENE PERSONNEL SERVICE
publicity .... editors
adv. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Working Editor
To assist managing editor of outstanding business publication. N.Y.C. Must have at least 5 yrs. experience on business magazines, know editorial production and layout thoroughly, accurate proofreading and how to communicate with printer. Complete responsibility for certain sections. Once ability demonstrated, increased earnings and responsibility follow. Exceptional opportunity for real worker. We work harder and are paid better. Expected to stay after 5 voluntarily when necessary to meet schedule. Don't apply otherwise. Send experience and salary expected. Replies held in confidence.

Box 4343, ADVERTISING AGE
630 Third Ave., New York 17, New York

DIRECTOR OF PUBLIC RELATIONS
Young man age 25-35 to handle all phases of public relations for non-profit organization. Must have college degree, prefer journalism, minimum two years experience in publications writing, and production. Strong background in media helpful. Send full details concerning age, experience, and salary requirements, plus recent photograph to

Box 4344, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ADVERTISING PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE
Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

TECHNICAL PR ACCOUNT EXECUTIVE
Immediate opening for a technical public relations account executive to work on leading industrial accounts. Ideal qualifications: Engineer (M.E., Ch.E. or E.E.) or equivalent; fast, precise writer; inherent promotional flair; varied industrial background; outgoing personality; good planner and administrator. Salary open.

Public Relations Dept.
Erwin Wasey, Ruthrauff & Ryan, Inc.
3 Penn Center
Philadelphia 2, Pennsylvania

MARKET ANALYST or STATISTICAL PSYCHOLOGIST
Leading national corporation has an opening for a man with experience in market research. He must be able to initiate questionnaires for consumer surveys, prepare and analyze statistical data and make final presentations to management and customers. Educational background could be graduate training in marketing, statistics or psychology. Please write stating age, experience, education and salary required. All replies confidential.

Box 4355, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRAFFIC MANAGER—Advertising agency needs girl with production traffic control background, to set up and maintain traffic department. Previous experience in agency or advertising department essential. Excellent salary. Please reply to

Box 4356, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

PROMOTION & COMMUNICATIONS DIRECTOR
A growing merchandising organization in the Washington, D. C. area needs a proven executive with growth possibilities for this new position. He must be able to plan, budget and direct a program including advertising, public relations, publications, stock holder relations and general promotion. Salary, $15,000. All replies will receive prompt attention and will be confidential. Send a brief resume.

Box 4358, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

HARD HITTING AND SUCCESSFUL
Space Salesman. Past history of producing big billings. Salary or Comm. East Coast.
Harold Tucker, 69 Fairmont Avenue, Clifton, New Jersey

FREE LANCE PUBLIC RELATIONS
Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

FREE LANCE
LAYOUT & PRODUCTION
Do you need expert asistance in producing your booklets, ads, packages and other printed matter . . . or TV Commercials. Contact—
T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

CREATIVE ADVERTISING ARTIST
Agency artist seeks challenging opportunity with Southern agency or studio. Capable design-layout-finish-production.

Box 4345, ADVERTISING AGE
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EXPERIENCED SPACE SALES AND MANAGEMENT
Know only how to sell successfully in Ohio, Western Pennsylvania and Detroit for twelve years. Consumer, Trade and Business fields. Knowledge of Agencies and Clients. Top Management coverage. Salary or Commission.

Box 4346, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION-TV-Radio. All phases on-air promos—writing, scheduling, plan slides. Press releases. If your station is a progressive station, let me tell your audience.

Box 4347, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR (Top Flight)
16 yrs. exp. Crisp Modern Layouts, Top Finish Art. Handle Production, Contact, Organize, Supervise. South or S. West, Salary $8,500. Available January.

Box 4348, ADVERTISING AGE
630 Third Ave., New York 17, New York

Girl Medical copywriter wants relocate California. 3 yrs. with leading agency plus p.r., radio, newspaper, magazine experience. Award winner. Available now.

Box 4349, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE A. E.—ADV. MGR.
Powerful 1-man dept. or creative contact strong on ideas, copy, visuals, adminis. Know media, mkts, prod., d. mail, prom. Dramatic yet sound print adv. Publicity, radio, t. shows, p.o.p. Top indus-cons bkgd. 8 yrs. exp., Mktg. Degr., Married. Proven "pro" for NYC, N.J., Conn. area.

Box 4350, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MANAGER
8 yrs. soft goods merchandising, advertising, management at whse. & retail levels. U Grad. Resume. Relocate.

Box 4351, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

TV WRITER/PRODUCER . . . Plenty of I&E (Imagination and Enthusiasm); knowledge full gamut of techniques—film, live & VTR; over 5 years solid experience w/Baltimore's top 4-A agency; 26 years old. Avail. immed. Write:

Box 4352, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING-MARKETING EXEC.
13 years in pkg. goods and other cons. prod. Able planner and doer; creative in all phases of market programming; depth in field mdsg., agency operations.

Box 4357, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Cleveland, Chicago, Dallas, St. Louis
To represent multiple national and international trade papers. Established accepted minimum competition. Hottest season approaching. Write: **General Publications, Ltd., 356 S. Western Ave., Los Angeles 5, Calif.**

REPRESENTATIVES AVAILABLE

PUBLISHERS' REPRESENTATIVE FIRM COVERING THE 11 WESTERN STATES
Seeks one additional established publication. If you need intelligent, aggressive representation in the West, Write

Box 27 R 867, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

PUBLISHERS REPRESENTATIVE FIRM COVERING 15 SOUTHERN STATES
Reputable organization with headquarters in Atlanta, Georgia, experienced in business publications, desires to add additional non-competitive publications. Let us assist you in developing your Southern territory.

Box 4337, ADVERTISING AGE
630 Third Ave., New York 17, New York

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4311, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Cartoons Wanted National business newspaper, executive audience.

Box 4353, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

Newspaper or Magazine Reps: Midtown offices available (corner with 4 windows, furnished) other smaller offices also available

Box 4354, ADVERTISING AGE
630 Third Ave., New York 17, New York

THIMK! FIT ADV. SCRATCH PADS into your promotion or show plans, write for price list (commissionable): **Progress Print, Inc. 204 Richmond, Appleton, Wis.**

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N. Y. C. 10.**

SELL YOUR CLIENTS PUBLICITY!
WE'LL DO IT FOR YOU!
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ADVERTISING AGENCY NEEDS MARKETING MAN

IF YOU HAVE HAD SOLID EXPERIENCE WITH A MAJOR MANUFACTURER IN MARKETING FOOD OR DRUG PRODUCTS, IF YOU CAN WORK WITH PEOPLE. IF YOU HAVE A WORKING KNOWLEDGE OF RESEARCH, THIS CHICAGO ADVERTISING AGENCY POSITION MAY BE THE ONE YOU ARE LOOKING FOR. THIS POSITION REQUIRES A SEASONED MAN. SEND COMPLETE RESUME WITH SALARIES EARNED AND SALARY EXPECTED TO BOX 502, ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS.

WRITER-REPORTER

wanted for Public Relations Division of well-established, expanding New York State ad agency. Experience, good contact personality required for work on a blue-chip account.

Box 496, Advertising Age
630 Third Avenue
New York 17, New York

Freak

Being no specialist, this account man is a trifle discomfited when he hears that advertising agencies have outlived the non-specialist; that the non-specialist is an anachronism . . . a freak. This sort of talk tends to depress him, especially now while he's eager to change jobs.

His ideas are enthusiastically endorsed by his creative department. Who needs more proof he's a freak?

One account took his advice and junked plans to start a new venture. They saved hundreds of thousands of dollars. Voting down the client? Obviously a real kook.

Recently he started a part-time new business effort. Today his shop is preparing a presentation for the largest account it has ever approached. Well, even a nut can get lucky.

Aside from advertising, his business experience is varied: civic promotion, editing, public relations, sales, taxi driving . . . taxi driving? Hmm, odd.

You will find that his reasons for wanting to change jobs are reasonable, realistic and probably in line with your own aims.

His reasons for remaining anonymous are quite obvious. He works for a Chicago agency, but it isn't yours. So write for more information or even worse an appointment to . . .

Box 500, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

---

writer

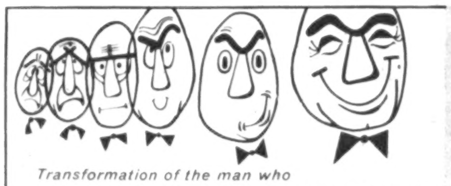
Emphasis on preparation of highly technical catalog and promotion material, working with engineers. Experience with product releases and publicity. Growth company located in N Y suburbs. State salary required in resume.

Box 494, Advertising Age
630 Third Avenue
New York 17, New York

Not-so-OLD PRO

The get-things-done old pro (45) you may need to backstop the young geniuses in your organization. Massive background AE, PR, MR, SP, TV production, copy, product development, self-liquidating premiums, etc. Hard core soft sell on new business. Will relocate; my family knows of this ad.

Write Box 495, Advertising Age
630 Third Avenue, New York 17, New York



Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS . . . PLACING YOU IS OURS!

Melba Oliver
1229 NATIONAL CITY BANK BLDG.,
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PHONE: TOWER 1-6165

WANTED: LAYOUT/TYPOGRAPHY/ART DIRECTOR FOR BUSINESS PAPERS

I have two business papers in the Chicago area which are well established, well known and excellently edited, but they are weak on layout, visualization and graphic presentation. I want a man who knows editorial layout and who has a working knowledge of typography and graphic presentation. He'll be a member of the editorial staff, with no involvement in the crass commercialism of either advertising or circulation departments.

If you're interested, give your experience, background and a general idea of your salary requirements in absolute confidence to Box 497, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

DIARY

OF A HANDSOME OFFICE IN PURSUIT OF A SUITABLE TENANT

FEB. '59 *A young ad agency moved in with me today. Palmer, Codella & Associates, they call themselves. Started in business in November '58. Acquired a number of new accounts. Outgrew their original quarters. Moved here.*

MAY '59 *More new clients. More new people. Palmer, Codella takes two additional floors in the building. Refer to me as a "lucky office." Maybe so.*

FEB. '60 *Awfully depressed. Just heard that PCA will be moving to larger quarters uptown. Happy for them, though. Nice people.*

NOV. '60 *Feel awfully empty inside. Miss the PCA crew terribly. But hope to take a new lease on life. Why not! Got a lot to offer. 2250 square feet of versatile space, all on one floor. Eight attractive offices with almost-new wall to wall carpeting, provocative drapery, and cool air conditioning. Best deal of all is the leasing arrangement. One of the most reasonable offers you could expect for my choice location in midtown Manhattan. Five minutes away from Grand Central on Madison Avenue. Lots more plusses. Why not call my agents for the interesting details. Maybe I can be lucky for you, too.*

Ask for Dave Baldwin
Charles F. Noyes Co., Inc.
42 Broadway, HA 2-7000
or Norm Palmer at TE 8-3100

WANTED—ACCOUNT MAN WHO WANTS A FUTURE!

Modest sized Chicago agency, with excellent reputation, is looking for the right man who can bring along some moderate, established billings.

An excellent opportunity is offered for growth with this young agency, with top cooperation and conditions.

Give full details, in confidence, as to background, future plans, etc.

Box 501, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

INDUSTRIAL PACKAGING—AD-P.R. DIRECTOR DESIRES CHANGE

10 years with present company planning and creating sales conducive ads, direct mail, literature, exhibits, motion pictures, press conferences and publicity; exploiting containers for agriculture and industry. Offer solid experience, sound knowledge of marketing packages, proven ability, and the capacity to work harmoniously with varied personalities.

- Skillful writer; persuasive speaker
- Able administrator
- Resourceful self-starter
- Age 36, good presence
- Engineering—Liberal Arts education
- Present remuneration $14,000

Negotiations confidential.

Box 498, Advertising Age
630 Third Avenue, New York 17, New York

NEW . . . BUSINESS PAPER REPRESENTATIVE

After nine years varied business paper experience, now establishing a sales agency to specialize in trade paper representation. Will cover Midwest area from Chicago on an intensive personal and promotion basis. Will give outstanding sales representation based on real media and market values. Want to hear from publishers of either established or new books that need solid, energetic, conscientious salesmanship in this territory. Resume and prospectus on request.

BILL MacLEOD
2706 E. 77th Street SAginaw 1-0130
Chicago 49, Illinois

DON HARRIS NEEDS:

CREATIVE DIRECTOR (copy, art, print, broadcast). Wide creative range. Good administrator, effective in getting the best from those he supervises, and with clients $25M

ACCOUNT SUPERVISOR, preferably with whiskey-account experience. Heavy beer-marketing man might qualify. Marketing know-how down to the roots first consideration. No job for a thin-skinned man with respectful-client experience $25M

COPY WRITER. Late 20's to mid 30's, with freshness of approach, zest in creating, rather than high professional gloss. Over 20-million agency ... to $15M

PRINT MEDIA DIRECTOR PLUS, Pacific Coast. Next step up, all-media director, so some broadcast experience desirable. Multi-office agency. Fee paid. (Many, not all, of the employers Don works with pay the fee.) $14M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, Wa 2-9400

Fine, Fast, Fairly Priced Photography

pics
Incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1 ILLINOIS

PUBLICITY COMMERCIAL
CONVENTION INDUSTRIAL

COPYWRITER

needed for advertising department of the Heath Company, leading Hi-Fi and electronic kit manufacturer. Must have consumer and industrial copy experience and be capable of writing for all media. Agency background desirable. The young man we hire will contribute ideas in planning sessions, interpret product features in sparkling consumer-oriented copy, work in a modern plant located on the shores of Lake Michigan and share in liberal company benefits. Send complete resume.

C. M. Edwards,
Director of Advertising
Heath Co.
Benton Harbor, Michigan

ADVERTISING MANAGER

For medium sized cosmetics manufacturer in midwest. The young man we are looking for has experience as a brand or product manager with a manufacturer or comparable agency experience. Must know all phases of advertising and sales promotion, but most important must be able to think clearly. To the man that qualifies we offer a good starting salary, executive benefits, and a chance to participate in the growth of an expanding business. Send resume in confidence to Box 506, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

*

Master Lease
7500 Square Ft. Near
***HOLLYWOOD & VINE**

Ideal for Advertising Agency or firm doing business with TV or Radio Studios. Just one-half block from NBC in the very heart of the business.

TWO STORY BLDG. AIR CONDITIONED. HEAT CONTROL. 7, 4 & 3-ROOM SUITES UPSTAIRS. 8 LARGE OFFICES DOWNSTAIRS. (Convertible to one room, 40 x 85 Ft.)

RENTAL RATE IS LOW

OWNER: 918 S. Detroit St.
Los Angeles 36, Calif.
WEbster 5-9126

AVAILABLE
PUBLISHERS' REPRESENTATIVE
MICHIGAN-OHIO TERRITORY

Experienced space salesman will give your publication the constant personal contacts and service you must have in this market. Box 504, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

SPACE SALESMAN

Trade publication in the food field seeks space salesman with proven ability, New York location. Exceptional opportunity with long-established company, extraordinary fringe benefits, and salary commensurate to experience. Our staff knows of this ad. Send full resume to:

Box 503, Advertising Age
630 Third Avenue, New York 16, N.Y.

MONEY MAKER

Any ad or sales letter rewritten by National Gold Medal Copy Award Winner on guarantee of 20% increased readership or no cost. **Harry Singer & Associates, Copy Testers, 1302 N.E. 116 St., Miami 38, Florida, Pl 1 8753**

NOW AVAILABLE

9 East 40th St., New York City.

Perfect floor for advertising Agency or professional offices. Completely air conditioned. Handsomely partitioned, tastefully decorated. Floors are tiled and carpeted. Very reasonable rent. Excellent location. Your broker or **Mr. Leary, Cross & Brown, MU 5-7000, or S. M. Broun, PL 1-1400, and evenings at AL 5-1738.**

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Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

DIRECT MAIL

Chicago business publisher, old enough to be well established—young enough to be expanding, has challenging position for experienced direct mail specialist. Should have strong creative drive, balanced with good judgment—will be selling to sales and personnel executives from coast to coast. Experience with business books and services helpful. Salary open. Replies held in strict confidence and acknowledged immediately. Brief letter outlining your background will start the ball rolling.

Box 480, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

VERY UNUSUAL OPPORTUNITY FOR YOUNG ACCT. EXECUTIVE

Highly regarded and growing Chicago agency (4-A) has position open to handle two very successful clients. Billing: Over 1 million dollars. The man we want has lots of energy and ideas, wants a place where clients and bosses will let him put his ideas into work. Chances are he will be 28-35 years old, probably earning $8-11 thousand, now an account executive with a good media department background. Food experience not essential but desirable for future.

Make no mistake about it: this is a very important opportunity for growth in an agency with a wide-open future. **Reply, with resume, to Box 505, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

ADVERTISING ASSISTANT

Staff position in rapidly expanding multi-plant food company in midwestern city of 300,000. Excellent living conditions. Position has tremendous future for right man. Starting salary $5,000 to $6,000 depending on experience; profit sharing and retirement plan; group insurance program. College graduate preferred, with some experience in advertising, printing, or related field, with emphasis on mechanical production. Should have ability to deal with wide variety of people. Duties include coordination of merchandising promotions, working with advertising and supplier organizations; budget and cost control. Please send complete resume, including photo, to Box 507, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Britt Sounds War Cry Against 'Ilk of Vance Packard'

CHICAGO, Dec. 1—"Let's be proud persuaders . . . Let's kill off the silly ideas proposed by [Vance] Packard and his ilk. While we are at it, let's attack the Schlesinger-Galbraith axis."

Steuart Henderson Britt, professor of marketing and advertising at Northwestern University and author of "The Spenders," lashed out at the writers who have made him "mad . . . angry, annoyed, irritated and upset" with their attacks on business and advertising. He urged marketers and admen to "develop with me some real missionary zeal" in defense of advertising and marketing.

He voiced his appeals at a meeting of the Chicago chapter of the American Marketing Assn. today, pointing with alarm to the high degree of credence given Mr. Packard by book reviewers and readers.

In his speech, as in his book (AA, Nov. 28), Mr. Britt placed the American consumer on a throne and himself in diametric opposition to Mr. Packard's ideas.

■ Most business is clean and honest, Mr. Britt said, and it is competition and not the Federal Trade Commission that keeps it so.

"The greatest protection against false claims is the rivalry among merchants for the consumer's dollar," according to him. He also asserted that the days of *caveat emptor*—buyer beware—no longer exist in buying most products in the U.S.

"Let's quit being so damnably negative and apologetic about the important work we're doing in marketing and advertising. Let's fight back at the attacks made in Packardesque non-fiction books—most of it truly fiction—which have as their scapegoats" the men and women in these fields, Mr. Britt urged his listeners.

Returning to the "triumphant trinity of Packard, Schlesinger and Galbraith," Mr. Britt said that they apparently espouse the idea that they should be the judges of what is "good" for everybody.

■ "Galbraith has attacked comfortable living, Schlesinger has attacked beauty aids, and Packard objects to most advertising," Mr. Britt exclaimed.

"There is one type of advertising, however, which all three men must agree is fine indeed . . . and that is the advertising and promotion of their own very successful book!

"I have a hunch that Packard gets guilt feelings every time he eats an ice cream cone. I am sure he does, if he lives things up by having a double dip of ice cream! He is an apostle of scarcity, not of abundance. He denounces manufacturers of washing machines, tv sets, kitchen appliances . . . he even denounces those who make prepared foods!" he said.

"He does not have two old Packards in his double garage, but he does have plenty of modern gadgets for all of the Packards in the Packard family," Mr. Britt said. #

Great Lakes to Cavanaugh

Great Lakes Shoe Co., Oconto, Wis., has appointed Joseph F. Cavanaugh Ltd., Milwaukee, to handle its advertising and public relations.

Our 49th Year

A/C EXEC—Farm Equip. splendid oppty. Ohio agcy. to $15,000.
COPY/CONTACT—mail order exp desirable—excel. potential 12,000
SPACE SALESMAN—consumer pub Chicago & mid-west territory 8,500
COPYWRITER—industrial agcy at least 3 yrs. exp. required 9,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-535

The Gem shave felt so good I couldn't stop!

CLIPPED—*ASR Products began a new drive for Gem products with this b&w page in Life, Nov. 21. New papers in 70 markets will also be used. Kenyon & Eckhardt is the Gem agency.*

Weiss Boosts Brandis

Edward H. Weiss & Co., Chicago, has appointed Rolf W. Brandis radio and television director. Mr. Brandis has been with Weiss five years.

Hungerford Names Adams

Hungerford Fine Foods, Hungerford, Pa., has appointed Adams Associates, York, Pa., to handle advertising and publicity in the U. S. for Parson's cooked cockles, packed by Leslie A. Parson's Sons Ltd., Burry Port, South Wales, England.

Walt Joins Harris & Wilson

William E. Walt, formerly a manufacturer's representative, has joined Harris & Wilson, Chicago, as an account executive. At the same time, Inland Life Insurance Co., Chicago, has appointed Harris & Wilson as its first agency.

Important Correction
FOOD ENGINEERING AD
Page 67

The figure of $25 to 30 billion indicated for Ingredients also includes all raw materials going into food products. The expenditures for Ingredients alone is $2 to 2½ billion.

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The Waist Unmakers . . .

Calorie-Metered Food Sales Grow Fatter as Consumers Get Slimmer

Metrecal Success Attracts 75 Labels; Big Companies Add Their Weight to List

By Lawrence Bernard

NEW YORK, Dec. 1—In cans and bottles, single-dose paper packs and cardboard quart containers, flavored with vanilla, chocolate, butterscotch, coffee, orange, egg-nog, banana, or even scotch and rum, a flood of "complete" weight-controlling foods has hit the market to capitalize on America's current frenzy about fat—and how to lose it.

The retail market for the new weight-reducing "meals," has gone from zero to nearly $100,000,000 in barely a year, and threathens to eclipse even that pace very shortly. Advertising budgets, national and local, are expected to top a rate of $20,000,000 by the end of 1960.

New entries are pouring into the marketplace. There are currently over 75 labels available—mostly local brands—at prices ranging from about 45¢ to $1.29 for one day's dietary contentment.

■ A 12-city check by ADVERTISING AGE correspondents uncovered nearly 60 different brand names on sale. Several are made by the same companies for different private label retailers; others are distributed with the simple and now-familiar designation, "900 calorie food concentrate."

This week's most significant entry in the diet derby is National Dairy Products Corp., which introduced Sealtest 900 calorie diet in New York, Detroit and Milwaukee and plans steady expansion into other Sealtest markets as quickly as production and distribution schedules permit.

■ Next week's most significant marketing tactic may well be the second price cut for Metrecal, down to $1.19 for the eight-ounce can, as competition becomes fiercer, and Mead, Johnson & Co. battles to retain a commanding lead over the rest of the pack. Metrecal is estimated to have more than one-third of the market right now and to be advertising at a rate exceeding $5,000,000 annually.

On Jan. 1, Metrecal will sponsor an hour-long "Winston Churchill" program over the ABC-TV network, followed by 23 half-hours in succeeding weeks. This comes at the conclusion of a six-weeks' $1,200,000 newspaper drive in 480 dailies, now in progress.

■ While many are going through the motions, at this writing only three major companies appear to have national distribution for their products: Metrecal; MinVitine, made by Wander Co. of Ovaltine fame; and Bal-Cal, packed by Jewel Tea Co. for Sears, Roebuck. MinVitine claims to be the only powdered weight control product available nationally in food stores. Clinton E. Frank Inc. is the MinVitine agency.

Metrecal, particularly in the Southwest, may be bought through food channels, but distribution is actually in the hands of its 360 drug distributors. While drug wholesalers are free to sell to food outlets, there is speculation that Metrecal may go strongly after the food outlets through food brokers.

OPEN TONIGHT AND FRIDAY TILL 9:15—SATURDAY TILL 5:30
WARDS
6 YEARS OF PUBLIC ACCEPTANCE BY MILLIONS OF SATISFIED CUSTOMERS PROVES WEY-RITE GIVES YOU MORE!
WEY·RITE. THE COMPLETE FOOD ALTERNATE!
COMPARE IT! BUY IT! TRY IT! THERE IS A DIFFERENCE!
4.95 19.50 49¢ 69¢

Wey-rite Is Pioneer

CHICAGO, Nov. 30—Who was first with the "liquid meal" diet products? No one is willing to lay positive claim to the honor, but back in 1954 Life Products International began selling Wey-rite, a powdered product to be mixed with milk.

It was developed by Life Research Corp., which first designed it for use in reducing overweight people who were to undergo surgery. Life Products was established in '54 to sell Wey-rite to consumers. It is now sold largely through department stores, notably the Montgomery Ward & Co. chain.

Last month Life Products named R. Jack Scott & Co. to prepare an ad campaign to supplement the cooperative advertising now being done by the retailers. The company reports steady sales growth over the years, with the recent flurry of interest in the "liquid meal" products helping it to increase outlets and sales. #

■ Several factors about the current battle of the bulge distinguish it from previous promotional efforts aimed at diet-conscious Americans:

1. Most products are similar—either liquid or powdered, water or skim milk-based, fortified with assorted minerals and vitamins.

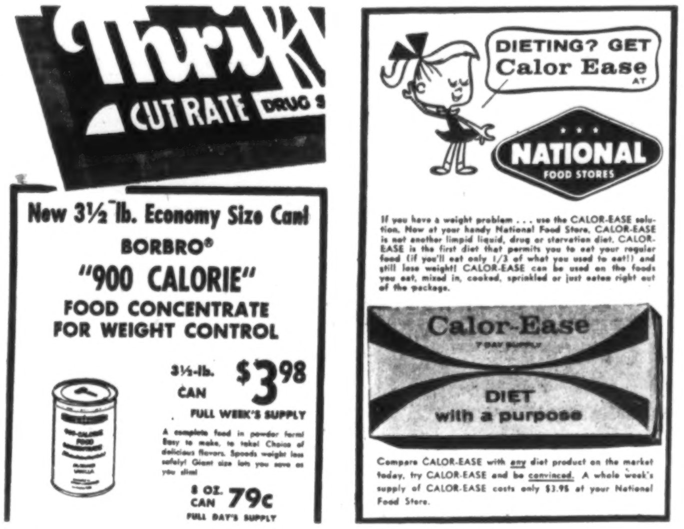
2. They are simple to make and take.

3. The basic product is apparently supported by better clinical and nutritional evidence than ever before, and the body of scientific data (especially for Metrecal) continues to enlarge.

4. Distribution is greater than for any new weight product ever.

5. Blue chip companies are entering the market.

The last two differences are the most important. Originally a drug store item (when Metrecal was


Thrifty CUT RATE DRUG S
New 3½ lb. Economy Size Can!
BORBRO®
"900 CALORIE"
FOOD CONCENTRATE FOR WEIGHT CONTROL
3½-lb. CAN $3.98 FULL WEEK'S SUPPLY
A complete food in powder form! Easy to make, to take! Choice of delicious flavors. Speeds weight loss safely! Giant size lets you save as you slim!
8 OZ. CAN 79c FULL DAY'S SUPPLY
DIETING? GET Calor Ease AT
NATIONAL FOOD STORES
If you have a weight problem . . . use the CALOR-EASE solution. Now at your handy National Food Store, CALOR-EASE is not another limpid liquid, drug or starvation diet. CALOR-EASE is the first diet that permits you to eat your regular food (if you'll eat only 1/3 of what you used to eat!) and still lose weight! CALOR-EASE can be used on the foods you eat, mixed in, cooked, sprinkled or just eaten right out of the package.
Calor-Ease 7 DAY SUPPLY DIET with a purpose
Compare CALOR-EASE with any diet product on the market today, try CALOR-EASE and be convinced. A whole week's supply of CALOR-EASE costs only $3.95 at your National Food Store.

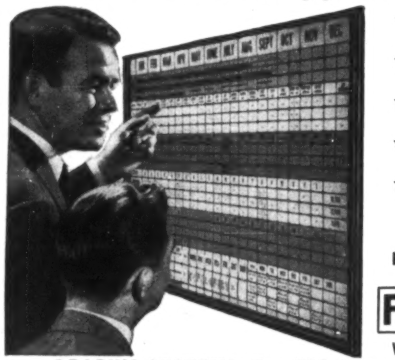
CALORIES—*Thrifty Drugs offers Borbro brand 900-calorie concentrate, while National stores advertise Calor-Ease as a product to be used with regular foods in reduced amounts.*

Partial List of Powdered Formula Product Brand Names

(From a check of 12 cities)

Name	Seller
Albacal	Alba Milk Co.
Alocal	Allen Co.
Arcross	Lit Bros.
Bal-Cal	Sears, Roebuck
Borbro	Borbro Labs
Borden's Ready Diet	Borden Co.
Cal-A-Day	Whelan Products Inc.
Caloration	Personal National Labs
Calor-Ease	Nat'l Food Stores
Calorid	Glenbrook Labs (Sterling Drug)
Caltrol	Clay Franklin Inc.
Controcal	Milk Proteins Inc.
Countdown	Slenderella
CPS Calorie Control	Carson Pirie Scott & Co.
Diet-Cal	Sterling Chemical Co.
Diet-Cal 900	Penslar Co.
Dietene, Meritene	Dietene Co.
Dieta-Fair	Preston National Co.
Forti-Cal	Foremost Dairies
Fulvita 900	Pacific Vitamin Corp.
Gimbels	Gimbels
Harris-Cal	Home Products
Horlick food concentrate	Horlick Corp.
J. L. Hudson	J. L. Hudson
Kay-Cal	Vitamins for Health Corp.
Kor-Val	E. J. Korvette
Leader-Cal	Continental Vitamin Corp.
Liqui-Cal	Gold Seal Products
Lo-Cal	Hall Johnson Labs
Lucerne Slenderway	Safeway
Macy's	Macy's
Macy's Instant Mix	Macy's
Master-Cal	Masters
McKesson 900	McKesson Labs
Metrecal	Mead Johnson & Co.
Minvitine	Wander Co.
Norcross	Famous-Barr
Nutri-Cal, Pro-Cal	Continental Vitamin Corp.
People's Drug	People's Drug
Plan	Plan Foods & Research Co.
Pro-Cal	Signet Co.
P.S. Calorie Control	Aimcee Wholesaling Corp.
Quota	Quaker Oats Co.
Reducal	Leonet Corp.
Regucal, Rencal	Dietary Controls Co.
Rexall diet supplement	Rexall Drugs
Route 900	General Mills
Sealtest 900	National Dairy Products Co.
Sells' low calorie diet	Sells Specialties Co.
Slendz	General Health Corp.
Slim-Shake	Slim-Shake Corp.
Super-Diet	Food Science Corp.
Thera-Cal	Kent Pharmaceutical Co.
Vitacal	Ames Mercantile Co.
Walgreen food concentrate	Walgreen Drug
Wey-rite	Life Products International

EVERY HOUR
NEW YORK TO
WASHINGTON
AT 25 MINUTES AFTER EVERY HOUR
BETWEEN 7:25 AM AND 11:25 PM FROM LA GUARDIA
(except 10:25 PM)
Use your Diners' Club or Carte Blanche card
Call a travel agent or
NORTHEAST AIRLINES


You See What's Happening At A Glance!
★ BOARDMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations. Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal. Compact and attractive. Over 500,000 in Use.
Full price $49.50 with cards
FREE 24-page Illustrated BOOKLET No. BG-10 Without Obligation
Write or Call Wisconsin 7-8444
GRAPHIC SYSTEMS, Box 267, Yanceyville, North Carolina
(New York Office: 55 West 42nd Street, WIsconsin 7-8444)

MACON
AUGUSTA
COLUMBUS
SAVANNAH
Play this winning foursome
Four is par for Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.
THE Georgia Group
AUGUSTA Chronicle and Herald MACON Telegraph and News
COLUMBUS Ledger and Enquirer SAVANNAH News and Press
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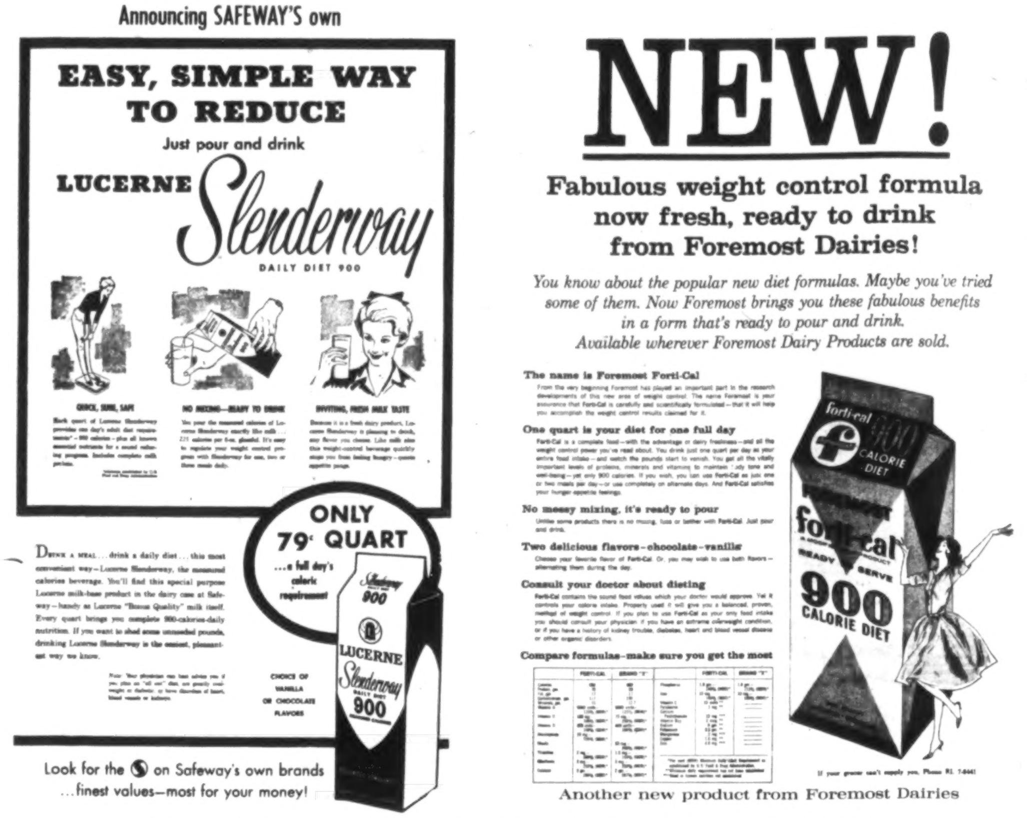

Announcing SAFEWAY'S own

EASY, SIMPLE WAY TO REDUCE

Just pour and drink

LUCERNE Slenderway

DAILY DIET 900

QUICK, SURE, SAFE

NO MIXING—READY TO DRINK

INVITING, FRESH MILK TASTE

ONLY 79¢ QUART

...a full day's caloric requirement

CHOICE OF VANILLA OR CHOCOLATE FLAVORS

Look for the Ⓢ on Safeway's own brands ...finest values—most for your money!

NEW!

Fabulous weight control formula now fresh, ready to drink from Foremost Dairies!

You know about the popular new diet formulas. Maybe you've tried some of them. Now Foremost brings you these fabulous benefits in a form that's ready to pour and drink. Available wherever Foremost Dairy Products are sold.

The name is Foremost Forti-Cal

One quart is your diet for one full day

No messy mixing, it's ready to pour

Two delicious flavors—chocolate—vanilla

Consult your doctor about dieting

Compare formulas—make sure you get the most

Another new product from Foremost Dairies

CARTONS—*Safeway and Foremost Dairies offer dietary foods in liquid form.*

introduced to the medical field in October, 1959) powdered/liquid formulas have now expanded into supermarkets, restaurants, soda fountains, bars and home deliveries by dairies. It is also accepted practice to take a vacuum jug to work.

■ The weight-reducing field has long been plagued by quick-buck artists. But this time there is an aura of respectability about the new product. Spearheaded by Mead, Johnson—a distinguished name in the baby care and medical fields—top rung companies like Quaker Oats (testing Quota in three markets); Borden's; Foremost; Sealtest; General Mills; Sterling Drug (testing Calorid); Wander Co.; Horlick Corp. (testing Horlick food concentrate in Minneapolis); Safeway; Rexall; Sears, Roebuck; National Food Stores; McKesson & Robbins and others are all entering.

■ The private labels, too, include respectable names, although the ranks of private labelers still contain a contingent of sharp operators. But in the department store field, for example, one can find a prestige name like Associated Merchandising Corp., whose 26 member department stores (like Bloomingdale's and Abraham & Straus in New York) have sold over 400,000 cans since June under their own store labels or the P. S. (for Private Seal) calorie control label. The AMC product is put out over the name, Aimcee Wholesale Co.

Here are some market-by-market reports.

Chicago

General Mills used the Dairy Industries Supply Assn. show here in October to introduce Route 900, sold exclusively through dairies. Route 900 is a powder added to vitamin-fortified skim milk. Dairies are offered a promotional package including folders, hand-out pieces, ad mats, menu clip-ons, point of purchase pieces and broadcast scripts. Knox Reeves, Minneapolis, is the Route 900 agency.

■ Quaker Oats launched its test operation for Quota here Oct. 10 as well as in Minneapolis-St. Paul. J. Walter Thompson Co. is the agency.

Slim Shake Corp. is a local company owned by former adman Ned Meyerhoff, who became so enthused about its prospects when he serviced the account he went out and bought the company, channeling its distribution through food stores instead of conventional drug outlets.

Slim Shake, less than 13¢ per serving and containing only 107 calories per portion, allows the dieter to eat food as well as his meal-in-a-glass. Arthur Meyerhoff Associates handles the account.

Washington

A check of six drug chains disclosed that:

1. All sell Metrecal plus their own private label.

2. Both Metrecal and the private labels are in fairly prominent display.

3. Metrecal sells for different prices in different stores, but the private label always sells for less.

The price range on Metrecal runs from 97¢ to $1.29 for an 8 oz. can. Private label products sell for 59¢ an 8 oz. can of Calorie 900, made by Drug Approved Pharmacals, in Sav Mor stores, to 98¢ a can of Cal-A-Day in a Whelan store. The cheapest can of Metrecal, 97¢, was found in Sav Mor.

Dallas

There are at least 13 different brands of weight reducers by-the-glass on sale here and more coming. Prices range from 79¢ for 8 oz. of Regucal or P.S. Calorie Control to $19.95 for a 5 lb. can of Wey-Rite.

Schepps Dairy Inc. is starting to distribute Route 900 at 89¢ a quart. Another local dairy and drive-in food store chain are experimenting with their own private label. Two more plan to take on a liquid formula shortly; another is mulling it over.

A check of six of the seven major supermarket chains finds three chains handling liquid meal diet products, a fourth considering it. Promotion is very limited. A check of nine out of 12 major department stores reveals six carrying liquid meal diets, with extensive price footballing but limited loss-leader advertising.

■ At least three of the four major drug chains handle the products, advertise and promote them extensively, and price cut sharply. On Nov. 15, the Walgreen store at Akard & Main displayed a window sign: "$7.49 Metrecal, 3½ lbs. for $5.88." On Nov. 17 the sign was still in place but a second sign in another window advertised the same item for $5.47. Walgreen soda fountains serve an 8 oz. portion of Metrecal for 57¢. Skillern fountains serve eight ounces of Diet-Call 900 for 35¢.

Restaurants, bars, and drive-ins here, so far, are showing no interest in the products. Brandon-Clarke Co. is testing Dieta-Fair in Lubbock, Amarillo, El Paso, Port Arthur and Tyler with an ad program including spot radio and newspapers, with television planned for January. Drug, department and supermarket stores are being tested for distribution and the company hopes to go national. Dieta-Fair is $1.29 for a box containing four meal-size packages.

St. Louis

The fashionable Park Plaza and Chase hotels put Metrecal on menus last August, listing it with the entrees as a dietary supplement at 85¢ a glass. It did so well that —contrary to the precepts of mass production—the price was raised to 95¢ a glass and it is now listed in all the dining room and coffee shop menus of both hotels.

Sears, Roebuck had its own Bal-Cal (for balanced calories) in the market as long as six months ago. The 8 oz. can sells here for 88¢, the six-pack for the career girl who wants to drink her lunch at her desk at $1.39. Bal-Cal is advertised weekly in newspapers and one night last month there was a special 6-9 p.m. sale on the 8 oz. can for 77¢.

A daily newspaper carried a news item about Borden's Ready Diet several weeks ago but the local sales office did not know at the time of this report just when the product would enter St. Louis.

National Food Stores is selling Nutrical 900. Famous-Barr department store sells its own Norcross label for 79¢, offers Metrecal for 95¢.

Minneapolis

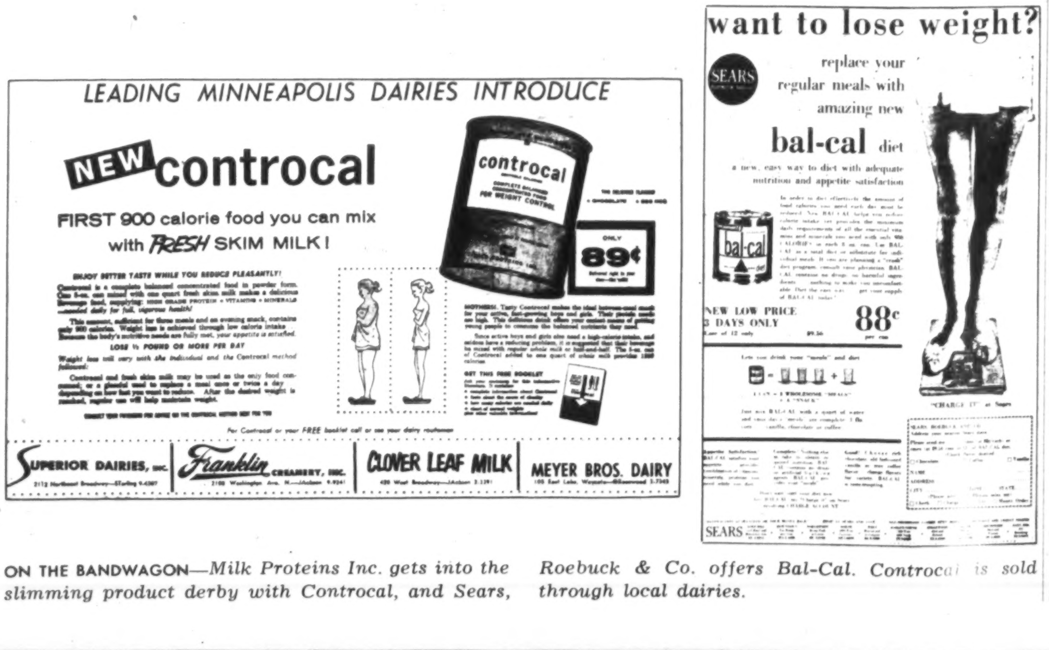
At least eight different labels are offered here, including Quota, (99¢) Horlick food concentrate, Bal Cal ($1.49 for six-pack), Controcal and Calor-Ease, a package sprinkled on foods to trim caloric intake. National Food Stores markets Calor-Ease. Ewald Bros. Dairy and Minnesota Milk Co. both distribute General Mills' Route 900. Pillsbury Co. reports it has been looking at the weight control field for a long while but has "nothing to announce at this time."

Metrecal and Quota appear to be in a price battle, with both now available at 99¢ and both using large space newspaper ads and some spot tv (the Twin Cities are a Quota test market).

Graves Advertising handled an ad about six weeks ago on behalf of four dairies introducing Controcal. Currently, Franklin Dairy appears to be the most active promoter with a heavy schedule of tv and radio spots. There is no evidence yet of a dairy price war.

Twin City Milk Producers Assn. is looking for its own entry: Among the candidates is PLAN, developed by Plan Foods & Research Co. of Kansas City, and offered here by food broker L. S. Sorem & Associates—but so far no takers.

(Continued on Page 106)


LEADING MINNEAPOLIS DAIRIES INTRODUCE

NEW controcal

FIRST 900 calorie food you can mix with FRESH SKIM MILK!

ONLY 89¢

SUPERIOR DAIRIES, INC.

Franklin CREAMERY, INC.

CLOVER LEAF MILK

MEYER BROS. DAIRY

want to lose weight?

replace your regular meals with amazing new bal-cal diet

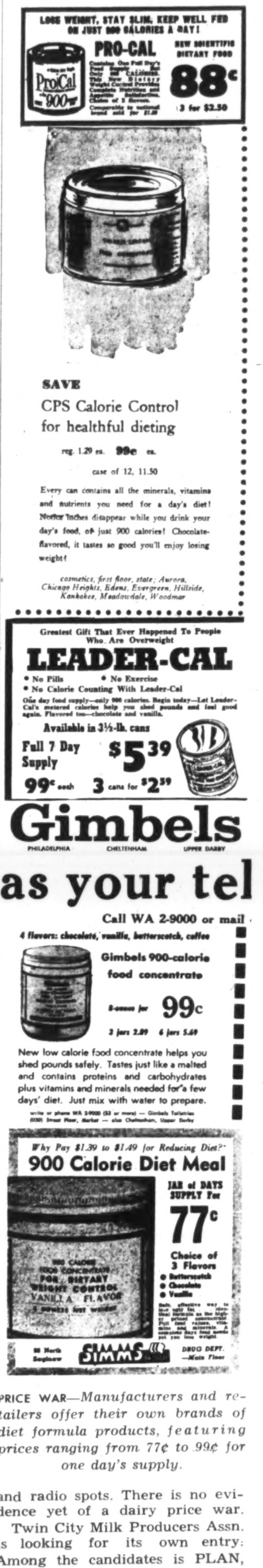
a new, easy way to diet with adequate nutrition and appetite satisfaction

NEW LOW PRICE 3 DAYS ONLY

88¢ per can

"CHARGE IT" at Sears

ON THE BANDWAGON—*Milk Proteins Inc. gets into the slimming product derby with Controcal, and Sears, Roebuck & Co. offers Bal-Cal. Controcal is sold through local dairies.*


LOSE WEIGHT, STAY SLIM, KEEP WELL FED ON JUST 900 CALORIES A DAY!

PRO-CAL

NEW SCIENTIFIC DIETARY FOOD

88¢

3 for $2.50

SAVE

CPS Calorie Control for healthful dieting

reg. 1.29 ea. 99c ea.

case of 12, 11.50

Every can contains all the minerals, vitamins and nutrients you need for a day's diet! Notice inches disappear while you drink your day's food, of just 900 calories! Chocolate-flavored, it tastes so good you'll enjoy losing weight!

cosmetics, first floor, state; Aurora, Chicago Heights, Edens, Evergreen, Hillside, Kankakee, Meadowdale, Woodmar

Greatest Gift That Ever Happened To People Who Are Overweight

LEADER-CAL

- No Pills
- No Exercise
- No Calorie Counting With Leader-Cal

One day food supply—only 900 calories. Begin today—Let Leader-Cal's metered calories help you shed pounds and feel good again. Flavored too—chocolate and vanilla.

Available in 3½-lb. cans

Full 7 Day Supply $5.39

99¢ each 3 cans for $2.59

Gimbels

PHILADELPHIA CHELTENHAM UPPER DARBY

as your tel

Call WA 2-9000 or mail

4 flavors: chocolate, vanilla, butterscotch, coffee

Gimbels 900-calorie food concentrate

8-ounce jar 99c

3 jars 2.89 6 jars 5.69

New low calorie food concentrate helps you shed pounds safely. Tastes just like a malted and contains proteins and carbohydrates plus vitamins and minerals needed for a few days' diet. Just mix with water to prepare.

Why Pay $1.39 to $1.49 for Reducing Diet?

900 Calorie Diet Meal

JAR of DAYS SUPPLY For 77¢

Choice of 3 Flavors
- Butterscotch
- Chocolate
- Vanilla

SIMMS

DRUG DEPT. —Main Floor

PRICE WAR—*Manufacturers and retailers offer their own brands of diet formula products, featuring prices ranging from 77¢ to 99¢ for one day's supply.*

Weight Reducers . . .

San Francisco

At least eight brands are available here. Any day now, the newest entry, liquid Vitacal, will be introduced by Ames Mercantile Co., at $1.49 for a six-pack container of 9 oz. each. The powdered version is already on the market. Ames plans to get distribution in 11 western states using grocery and drug store racks.

Macy's advertised Nov. 27 that its new instant mix will replace its 900 calorie food concentrate and will be 10¢ less (99¢) than the non-instant product. Sears' Bal-Cal price here is 99¢. Borden's Ready Diet dropped its price 10¢ to 79¢ recently, and 10¢ down to 83¢ for home delivery. Foremost Dairies' Forti-Cal already sells at the reduced Borden's prices. Foremost has also developed a 25 calorie salad recipe to supplement the liquid diet, which it will advertise.

The famed Trader Vic restaurant lists a Metrecal cocktail on its menu, $1.50 with rum, $1 sans spirits.

Los Angeles

More than half a dozen brands are sold here, with Metrecal having the widest distribution, although advertising is generally meager. Lowest price discovered is 79¢ for 8 oz. of Rexall low-calorie diet aid. There is wide price variation but not necessarily any price wars.

Weight control products get good displays. The feeling is they are a good seller but with specialized appeal and not particularly an impulse item.

Pacific Vitamin Corp. recently added Fulvita 900 to its line and appointed a new agency, Anderson-McConnell Advertising, to handle it. The 200-unit Thrifty drug chain uses heavy point of purchase selling for its private label Borbro 900 calorie food concentrate. They also carry Borbro in newspaper ads, pointing out that with over 20,000 items, anything they advertise must be "hot."

Carnation Co. admits it is "investigating" the marketing of a weight-reducer.

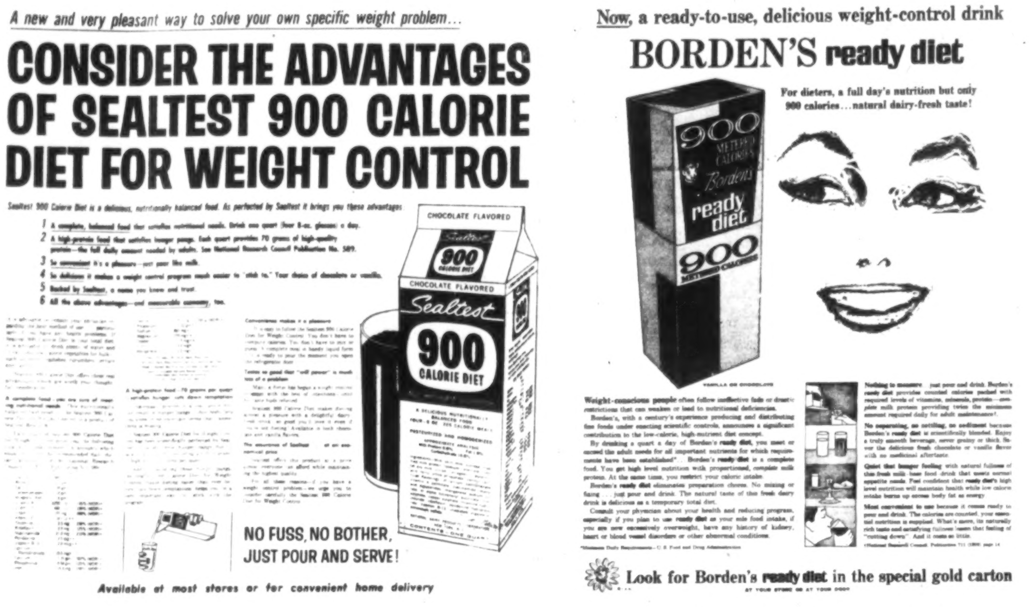
Rexall included its low-calorie diet aid in a mid-October 1¢ sale. And several admen admit they are "enjoying" meal-in-a-glass lunches and watching the scales.

Detroit

There is apparently no high-pressure selling effort here despite quite a few brands for sale. A&P sells Metrecal at $1.09. Kroger sells a comparable 8 oz. can of powder, Minvitine, for 99¢. Cunningham-Kinsel, largest drug chain in the area, in addition to others, offers its own Cuneco Laboratories product and McKesson's 900 calorie diet at 88¢.

At Cunningham-Kinsel lunch counters, Nutri-Cal is available at 39¢ a serving. J. L. Hudson offers its private label, Metrecal and Pro-Cal, with little promotion at the moment beyond counter display.

Milk Proteins Inc., which makes powdered Controcal and sells heavily through milk route men, is bringing out a liquid version which it will merchandise.



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Available at most stores or for convenient home delivery

Now, a ready-to-use, delicious weight-control drink

BORDEN'S ready diet

For dieters, a full day's nutrition but only 900 calories...natural dairy-fresh taste!

Look for Borden's ready diet in the special gold carton

900—*Both Sealtest and Borden's feature the 900 total calories in one day's supply of their liquid formulas.*

Philadelphia

As in many other markets checked, Metrecal is king of the weight-control formulas here, available in department stores, drug stores, food chains (Food Fair) and other outlets. There appears to be no price-cutting with all outlets selling Metrecal at $1.29.

There are a host of rivals, selling from 89¢ up, but none as high as $1.29. Sun Ray Drug lunch counters serve liquid lunches at 49¢. Practically every department store (Gimbel's, Strawbridge & Clothier, Lit Bros., Snellenburgs, Sears) carries its own private brand, usually displayed along side—and at less cost than—Metrecal.

In one instance, a department store's pharmacy-prescription department carries only Metrecal because it is "approved by doctors," but a different brand is available in the patent medicine department. The pharmacist told AA's shopper that if patients ask their doctors about lower-price products, as a rule he recommends Metrecal because of the certainty of its origin.

Despite the flurry of products in this market (Cal-A-Day, P.S. calorie food concentrate, Rencal, Arcross, Slendz 900, Kay-Cal., etc.) recent advertising for this type product, except for Metrecal, has not been heavy.

Buffalo

At least six brands on sale here, most from producers out of this area, and in one case as low as 59¢ a can (for Walgreen food concentrate). While the average store appears to handle two or three labels at the most—and some have only one brand—there is considerable price competition here. Maxam discount department stores cut the Metrecal price, but restored the price after the local druggists association protested.

Price emphasis is expected to continue because of the large variety of retailers shooting for the business. Supermarkets are not doing much to promote the liquid meals, possibly fearful that volume business might cut into regular food sales. They appear to be handling the products in a defensively competitive manner.

Seattle

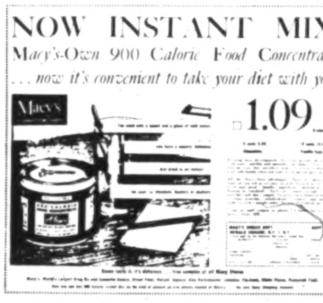
With about six different labels offered, this is another price war market. An 8 oz. can of Metrecal can be bought anywhere from the suggested $1.29 list down to 99¢ in two downtown supermarkets, Pay 'n Save and G. O. Guy Super Drug Stores, where rivalry is strong. A 3½ lb. can of Metrecal ranges from $7.48 at Bartells to $5.88 at the same two supermarkets. Six-pack cans of Metrecal range from $2.29 at Bartells to $1.88 at the batting supers.

Not only is Metrecal the leader here, it appears to be the only advertiser in the region (including Spokane and Portland). Several stores have reported difficulty getting enough merchandise, up until recently. Distribution throughout western Washington appears almost solely confined to drug stores.

■ It is evident from these cross-country reports by AA correspondents that distribution, prices and promotion are very much in flux. Cities like Buffalo, Dallas, Minneapolis, San Francisco and Seattle are in cut-throat price wars; elsewhere the situation is stable for the moment.

What is the future of these liquid formulas? It is too early to predict whether what is now a national fad may ultimately become a national habit.

The ultimate role of the American Medical Assn. and local doctors could be important, because the weight-reducing field in the past has been heavily larded with quackery. While private doctors continue various research projects for Mead, Johnson, the AMA has given a somewhat grudging approval to complete formula diets.



NOW INSTANT MIX

Macy's-Own 900 Calorie Food Concentrate

. . . now it's convenient to take your diet with you

1.09

MACY'S—*Macy's stores note that "now it's convenient to take your diet with you."*

Philip L. White, secretary of the AMA council on foods and nutrition, has said: "Selecting a variety of foods and controlling calorie intake to maintain the most desirable weight is the only long-term technique that has sound medical judgment behind it." Dr. White condemned crash-diet programs and extended programs not medically supervised, in an article in the November issue of *Today's Health*.

Subsequently, Dr. White clarified himself thus: "The use of better grade formula weight reduction products under proper conditions is medically sound. However, the careless use of such formula diets is unsound."

■ The Food & Drug Administration has made two seizures because of misleading labeling in recent weeks. A 900 calorie food concentrate made by Burrough Bros. Mfg. Co., Baltimore, was seized in Washington and charged with being short on proteins and heavy on fats and carbohydrates. In Minneapolis, FDA agents seized Wey-Rite, marketed by Life Products International, Chicago, on charges of false and misleading labeling.

Neither action has been adjudicated yet and both companies continue to sell their products.

But these are minor ripples in the sales flood and most formula makers are exuberant about the future. A man from Metrecal said this week, with a note of wistfulness: "This is going to be part of the American way of life." #

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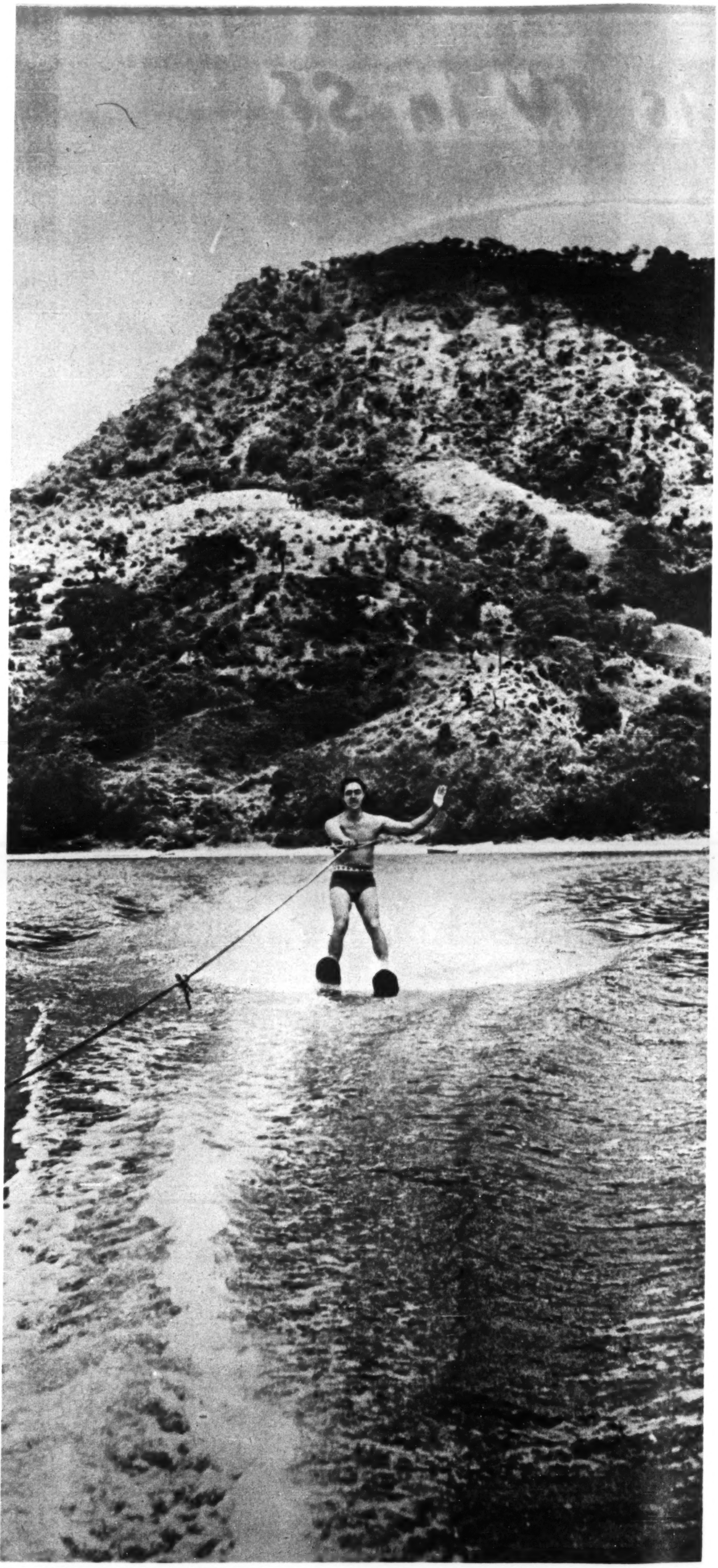

Water-skiing on El Salvador's Lake Ilopango, one aspect of the good life mushrooming in Latin America

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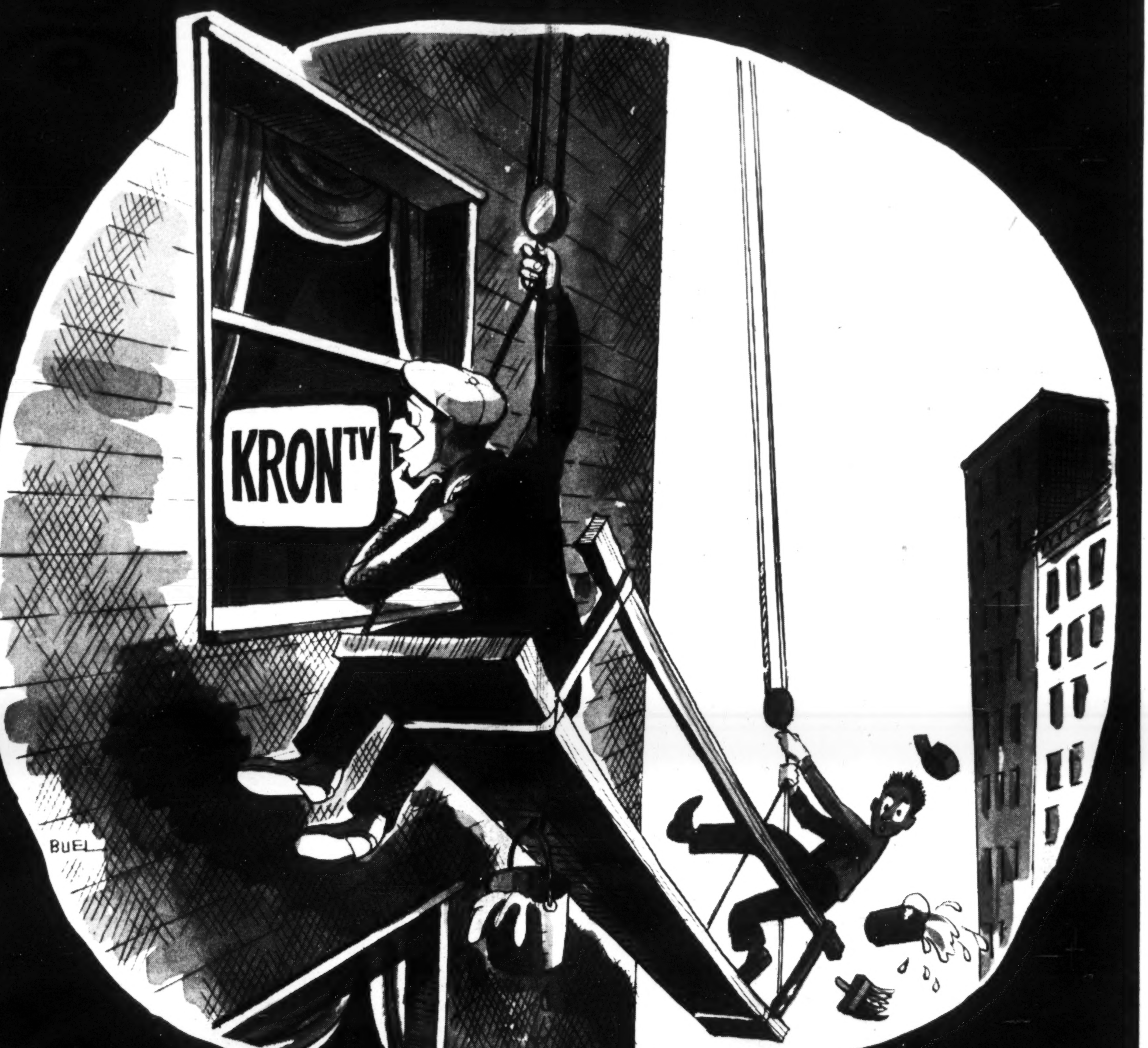

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